

6.3

Benefits Access: Recruit Volunteers to Publicize Summer Meals through Social Media

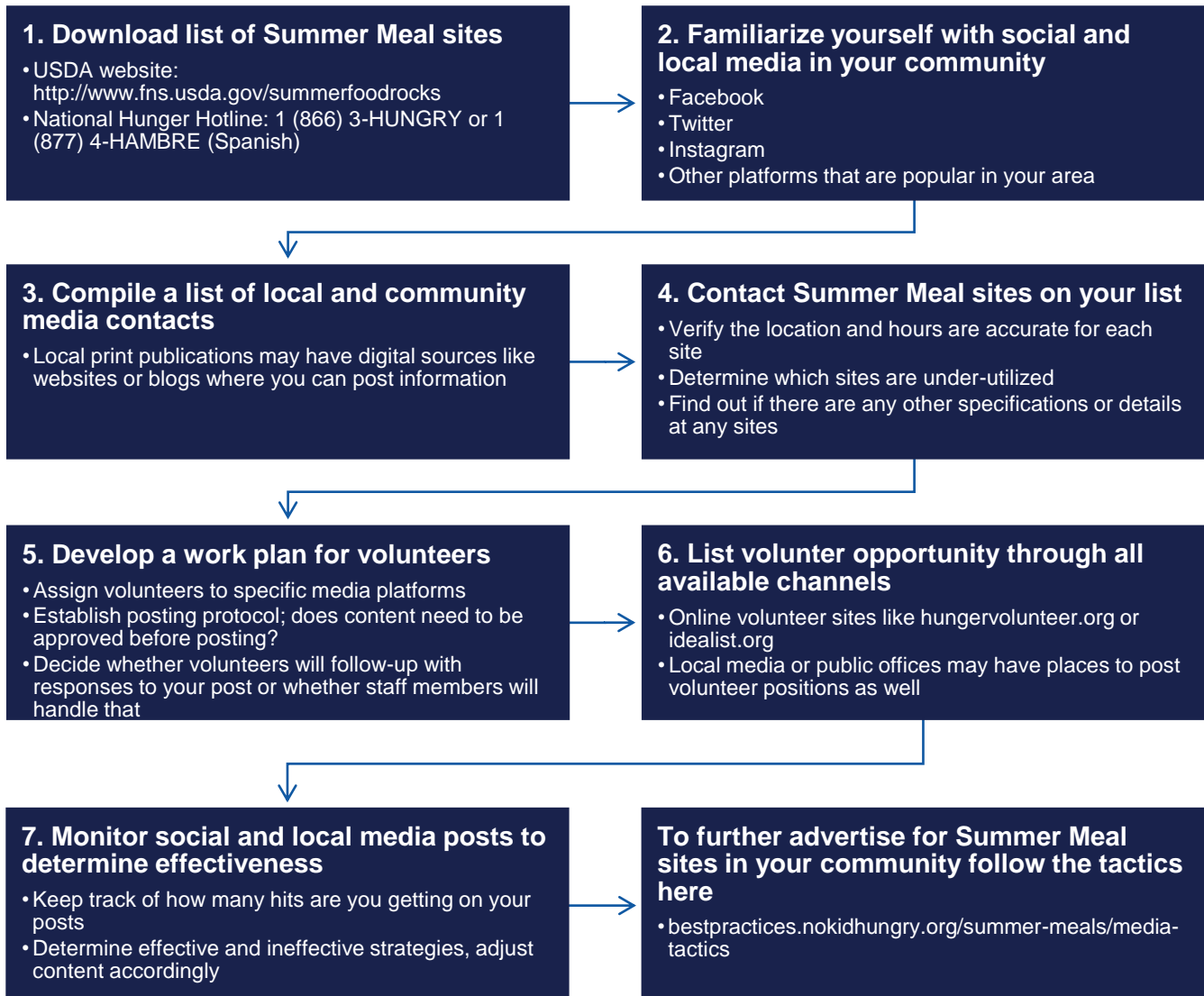
Advantages

- ☐ Increase the number of local kids who participate in Summer Meals
- ☐ Reduce the demand for your food program
- ☐ Increase your program's visibility in local media and community
- ☐ Fun way to engage volunteers in work to reduce child hunger in your community

Challenges

- ☐ You must be able to provide content as well as monitor your volunteers' work on a regular basis, consider providing volunteers with a clear schedule of when updates should take place and be sure to review them before they are posted online
- ☐ Social media and hyper-local media outlets require you to update content regularly

Steps to Success



6.3

Recruit Volunteers to Publicize Summer Meals

Find Summer Meals sites near you:

| Summer Meal Sites (name, address) | Meal Service Days & Times | Contact Person (name, contact info) |
|--------------------------------------|------------------------------|--|
| | | |

Find local and social media sources:

| Local Media Sources | Media Type (newspaper, blog, social network, etc.) | Contact Info (name, email, phone number) |
|---------------------|--|---|
| | | |

| Summer Meals site | Volunteer in charge of publicity | Media sources used to publicize | Post dates | Number of hits/responses |
|-------------------|----------------------------------|---------------------------------|------------|--------------------------|
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