



# VIRTUAL VOLUNTEERISM INDIVIDUAL OR GROUP ENGAGEMENT

**Virtual Volunteerism** - Engagement: Advocacy through Social Media by Individuals or Groups

- Any posts or virtual involvement in Hunger Action Month will qualify for “volunteer hours”

## GOALS OF VIRTUAL VOLUNTEERISM

- Promote social awareness
- Encourage social change
- Promote equality, justice, and fairness

## REQUIREMENTS

1. Platforms: Instagram (IG), Facebook (FB), LinkedIn (LI), or Twitter (TW)
2. Share Content
  - Graphics and verbiage provided by SHFB
  - Or original content related to hunger awareness or hunger action month
3. Must follow SHFB **@secondharvestfoodbankoc** (IG and FB), **@SecondHarvestFB** (Twitter), and/or **Second Harvest Food Bank of Orange County** (LinkedIn) and allow SHFB to follow you back, if your account(s) are private on any or all platforms
  - [www.instagram.com/secondharvestfoodbankoc](http://www.instagram.com/secondharvestfoodbankoc)
  - [www.facebook.com/secondharvestfoodbankoc](http://www.facebook.com/secondharvestfoodbankoc)
  - [www.twitter.com/secondharvestfb](http://www.twitter.com/secondharvestfb)
  - [www.linkedin.com/company/second-harvest-food-bank-of-orange-county](http://www.linkedin.com/company/second-harvest-food-bank-of-orange-county)
4. Must use at least 2 of the following approved hashtags per post/story and tag **@secondharvestfoodbankoc**
  - #WeFeedOC
  - #EveryActionCounts
  - #HungerActionMonth
5. Participants **MUST** track their posts and hours per the Log Sheet(s) below and include descriptions of images, stories, and/or video posted
6. All images, stories, and/or videos posted must remain active on your account feed for at least 24 hours
  - SHFB may audit and review all posted images, stories, and/or videos posted on behalf of or related to SHFB
  - SHFB may also repost, share, use, tag, and/or reference any Virtual Volunteerism posts

### **Remember: You are representing SHFB!**

Be creative and have fun, but if original stories and/or images are used, be sure they are appropriate.

Should SHFB find anything inappropriate that has the potential to harm the SHFB name and/or brand, you will be asked to remove it immediately and unlink any SHFB affiliation. You may also be subject to suspension from participating in this and/or future SHFB (virtual) volunteer opportunities.



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## SERVICE CHART

Channel	Format	Content	Equivalent Community Service Hours Earned
IG, FB, LI; TW	Image post and/or Story; tweet	SHFB info or hunger stats (provided by SHFB) with link to <a href="http://feedoc.org/donate">feedoc.org/donate</a>	0.5 hour
IG, FB, LI; TW	Image post and/or Story; tweet	SHFB Hunger Action Month ("HAM") graphics with SHFB language - provided in Social Media Toolkit	0.5 hour
IG or FB; TW	Story; tweet	SHFB HAM graphic and in your own words share why HAM is important to you	0.75 hour
IG, FB, LI; TW	Image post	SHFB HAM graphics with your own caption (min 15 characters) why HAM is important to you/why you're speaking up about it	1 hour
IG, FB, LI; TW	Video	Discussing why you want to bring awareness to HAM and how/what you're doing about it	1.5 hours
IG, FB, LI; TW	Video	Using SHFB talking points - provided in Social Media Toolkit	1.5 hours
Food Drive	Fundraising	SHFB Virtual Food Drive Fundraising	0.5 hour per \$100 raised
Food Drive	Email	Email regarding SHFB Virtual Food Drive sent to at least 15 people (with valid email addresses); must also CC <a href="mailto:volunteer@feedoc.org">volunteer@feedoc.org</a> on the original email	0.5 hour
Email	Email	Write to your local Legislator(s) about supporting food banks, programs, funding, etc.; must also CC <a href="mailto:volunteer@feedoc.org">volunteer@feedoc.org</a> on the original email	1 hour



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## TO RECEIVE CREDIT

- Submissions must be **emailed to: [volunteer@feedoc.org](mailto:volunteer@feedoc.org) by Wednesday 9/30/20 by 2:00pm PT with the subject titled: "Virtual Volunteerism - Individual Engagement: [Your Name]" or "Virtual Volunteerism - Group Engagement: [Your Group's Name]"** in order to be valid for community service credit – no exceptions. Credit will not be given for incomplete forms, posts, or missing cover letters (see below).

### Items to submit in order to receive credit:

1. Completed Virtual Volunteerism Engagement Log
2. Screenshots of all posts attached to email
3. A Cover Letter (minimum of 250 words) explaining why you are/were interested in spreading awareness about food-insecurity and what this campaign meant to you.
  - Highlight your "next steps," if applicable.
  - Proper formatting and grammar required.

You should **not** log virtual volunteer hours through your VolunteerHub account, if you have one at [www.feedoc.volunteerhub.com](http://www.feedoc.volunteerhub.com). Submissions for school or work community service hours will only be accepted per the Engagement Log. **All hours are VOID if being used to fulfill Court Ordered (or related, i.e. probation or juvenile/youth diversion programs, etc.) Community Service.**

Participants will receive an email from SHFB by end of business day, Friday, October 30, 2020 confirming their earned community service hours.

If you do not have social media (Instagram or Facebook) or choose not to participate using these platforms, we will have other opportunities for you to get involved and acquire Volunteer Service Hours in the near future – so be on the lookout and stay tuned!



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## INDIVIDUAL OR GROUP ENGAGEMENT LOG

Name: \_\_\_\_\_

Individual or Group Name: \_\_\_\_\_

Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_ Total Hours: \_\_\_\_\_

Submissions for school or work community service hours will **only** be accepted per this log. *All hours are VOID if being used to fulfill Court Ordered (or related, i.e. probation or juvenile/youth diversion programs, etc.) Community Service.*

Date X/X/XX	Channel IG, FB Email	Medium Image, Story Video	Content Brief description and file name of screenshot submitted	Hours Earned ##
<b>TOTAL</b>				

My electronic signature confirms that all the information presented above is true and correct.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_