

# VOLUNTEER WORKSHOP

**SOCIAL MEDIA** | **RESOURCES**





# SHARED INTEREST ON LINKEDIN



@SHAREDINTERESTSOCIETY

@SHAREDINTERESTFOUNDATION

LINKEDIN IS A PROFESSIONAL SOCIAL NETWORKING CHANNEL  
USED TO SHARE NEWS, INFORMATION AND POLLS.



HOW CAN YOU SUPPORT US?

- ♥ FOLLOW OUR PAGE
- ♥ REPOST OUR CONTENT
- ♥ SEND OUR POSTS TO YOUR NETWORK
- ♥ TAG YOUR CONNECTIONS IN THE COMMENTS



# LINKEDIN

# SHARED INTEREST ON FACEBOOK



@SHAREDINTERESTSOCIETY

@SHAREDINTERESTFOUNDATION

FACEBOOK IS A SOCIAL MEDIA PLATFORM USED TO CONNECT WITH FRIENDS AND FAMILY. FOLLOW GROUPS, FIND EVENTS AND RECEIVE NEWS.



## HOW CAN YOU SUPPORT US?

- ♥ LIKE OUR PAGE
- ♥ SHARE OUR POSTS ON GROUPS YOU ARE IN
- ♥ INVITE YOUR FRIENDS AND FAMILY TO LIKE OUR PAGE
- ♥ @TAG FRIENDS IN THE COMMENTS TO START DISCUSSION



# FACEBOOK





# SHARED INTEREST ON INSTAGRAM

@SHAREDINTERESTSOCIETY

INSTAGRAM IS A SOCIAL MEDIA PLATFORM USED TO SHARE PHOTOS AND VIDEOS, FOLLOW FRIENDS, BUSINESSES AND PUBLIC FIGURES AND LEARN.



## HOW CAN YOU SUPPORT US?

- ♥ FOLLOW OUR PAGE
- ♥ LIKE AND COMMENT ON OUR POSTS
- ♥ SHARE OUR POSTS WITH FRIENDS OR RELATED PAGES
- ♥ SHARE OUR POSTS TO YOUR STORY



# INSTAGRAM



# SHARED INTEREST ON TWITTER

@SHAREDINTEREST

@SHAREDINTFDN

TWITTER IS A SOCIAL MEDIA PLATFORM USED FOR SHARING AND RECEIVING SHORT FORM MESSAGES AND FINDING TRENDING TOPICS AND BREAKING NEWS.



## HOW CAN YOU SUPPORT US?

- ♥ FOLLOW OUR PAGE
- ♥ LIKE, RETWEET OR QUOTE OUR TWEETS
- ♥ SHARE OUR TWEETS WITH FRIENDS VIA DIRECT MESSAGE
- ♥ @TAG FRIENDS IN THE COMMENTS OF OUR TWEETS



**TWITTER**





# SHARED INTEREST ON YOUTUBE

@SHAREDINTEREST

YOUTUBE IS A VIDEO SHARING PLATFORM USED TO WATCH VIDEOS, LISTEN TO MUSIC, ENGAGE IN DISCUSSION AND FOLLOW BUSINESSES OR BRANDS.



## HOW CAN YOU SUPPORT US?

- ♥ SUBSCRIBE TO OUR CHANNEL
- ♥ LIKE AND COMMENT ON OUR VIDEOS!
- ♥ SHARE OUR VIDEOS ON YOUR SOCIAL MEDIA PAGES
- ♥ SEND VIDEO LINKS TO FRIENDS VIA TEXT OR WHATSAPP



# YOUTUBE



@SHAREDINTERESTSOCIETY



@SHAREDINTEREST



@SHAREDINTERESTSOCIETY



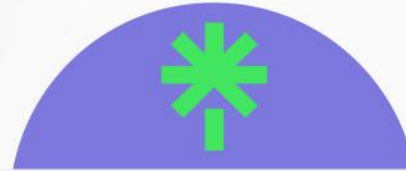
@SHAREDINTERESTSOCIETY



@SHAREDINTEREST

@SHAREDINTERESTFOUNDATION

@SHAREDINTFDN



USE OUR LINKTREE TO FIND  
EVERYTHING YOU NEED TO  
SUPPORT SHARED INTEREST:  
[LINKTR.EE/SHAREDINTERESTSOCIETY](https://linktr.ee/sharedinterestsociety)



HOW CAN YOU SUPPORT US?

- ♥ **SUBSCRIBE, FOLLOW OR LIKE OUR PAGE!**
- ♥ **LIKE, COMMENT AND SHARE OUR POSTS.**
- ♥ **SHARE POSTS WITH GROUPS OR FRIENDS.**
- ♥ **@TAG FRIENDS & FAMILY AND INVITE THEM TO OUR PAGE.**



**SUPPORT  
US**



# TOOLS TO RULE ONLINE :)

## HASHTAGS AND TAGS

THESE ARE THE HASHTAGS WE USE IN OUR POSTS.

#INVESTINAFAIRERWORLD #FORJUSTICENOTPROFIT  
#FAIRTRADE #FINANCEWITHAHUMANFACE

HERE ARE YOUR OWN FOR YOU TO USE:

#VOLUNTEERFORAFAIRERWORLD #SHAREDINTERESTVOLS

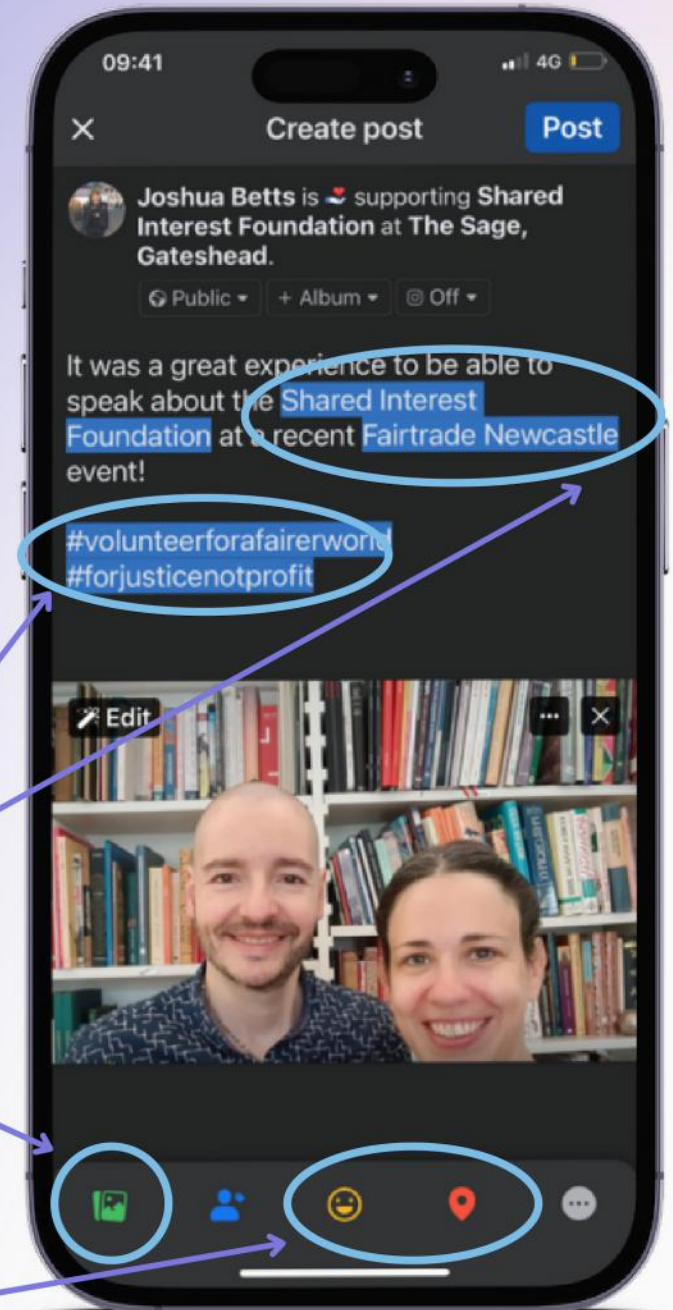
WE ALSO TAG ANY ACCOUNTS THAT ARE FEATURED IN OUR POSTS.

TO TAG, TYPE THE SYMBOL @ ON YOUR KEYBOARD FOLLOWED BY THE NAME OF THE ACCOUNT YOU WANT TO MENTION.

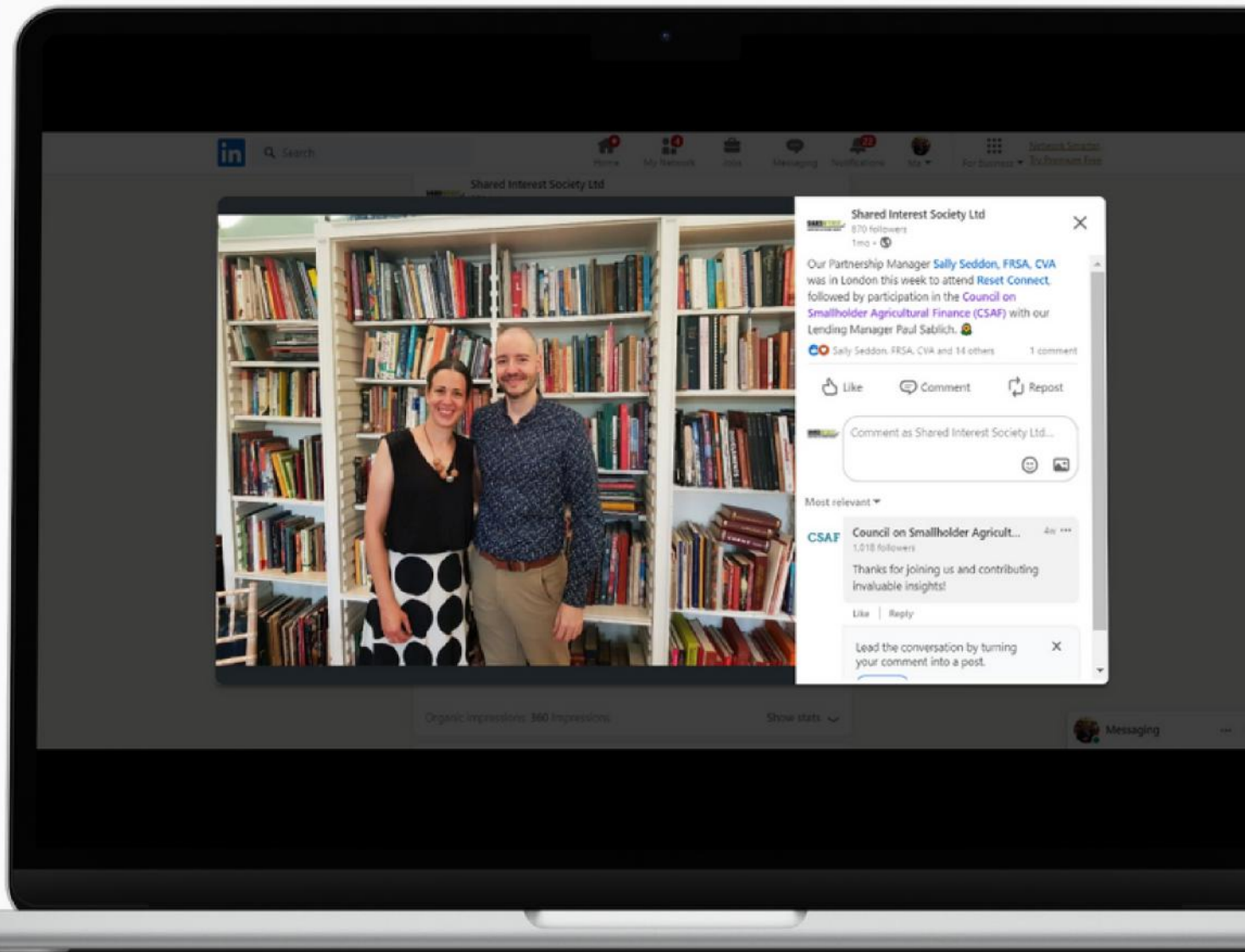
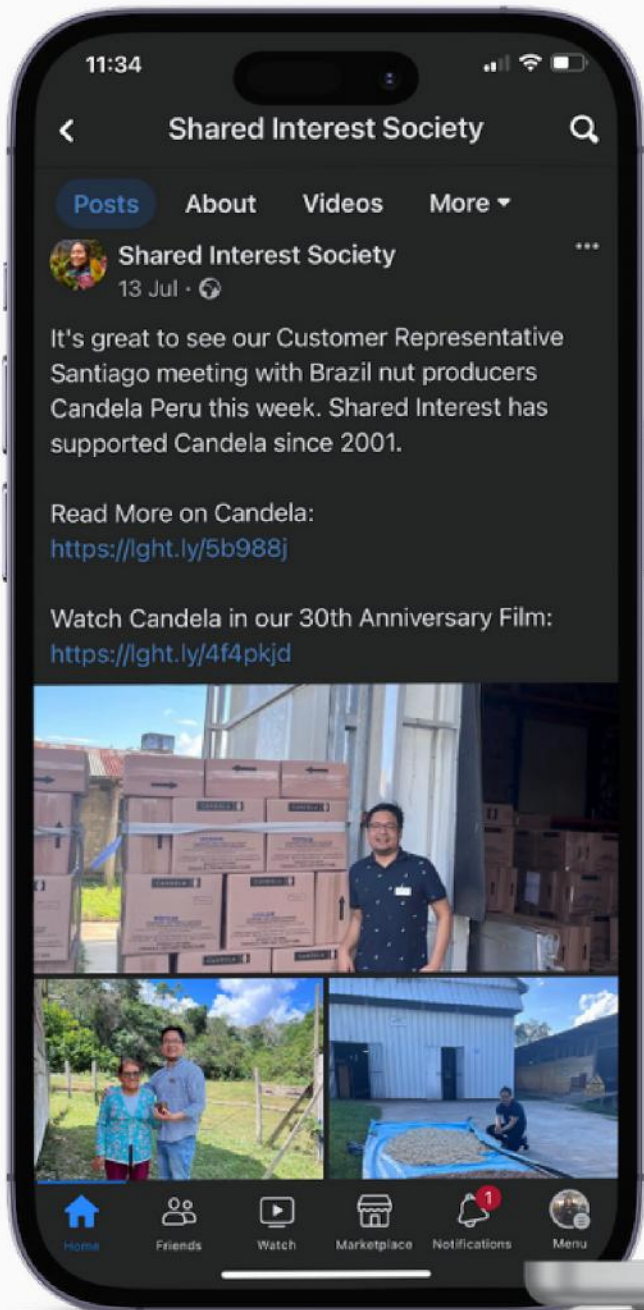
As you can see, this post tags @sharedinterestfoundation and the location of the event and includes relevant hashtags underneath

This green icon allows you to add messages and video from your event or about your topic.

This orange icon allows you to include an activity, in this instance, 'supporting' the Shared Interest Foundation. The red icon allows you to 'check in' to the location you might have attended.







# STAY INFORMED AND INSPIRED

1



2

1



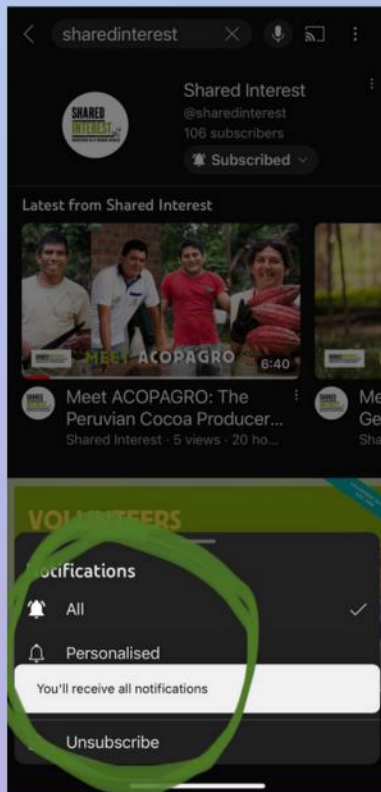
2



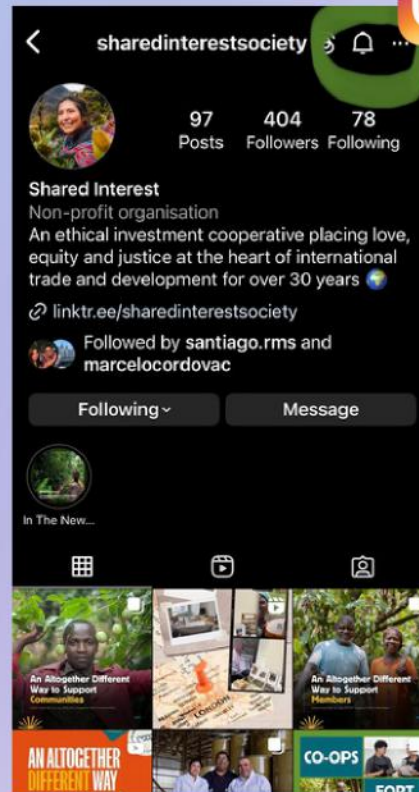
3



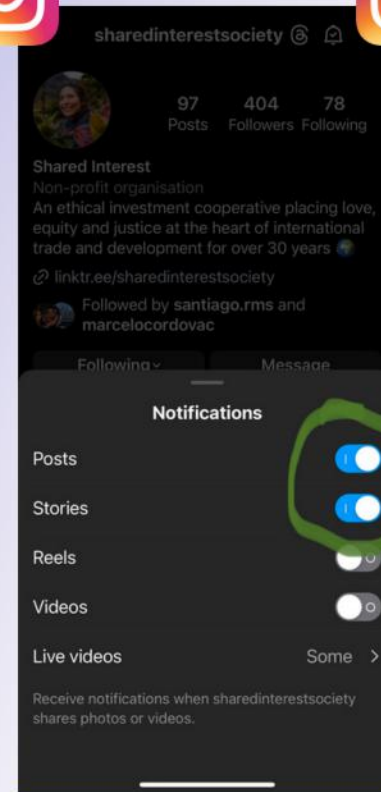
Step 1:  
Search Shared Interest  
in YouTube, then click  
the 'Subscribe' button.



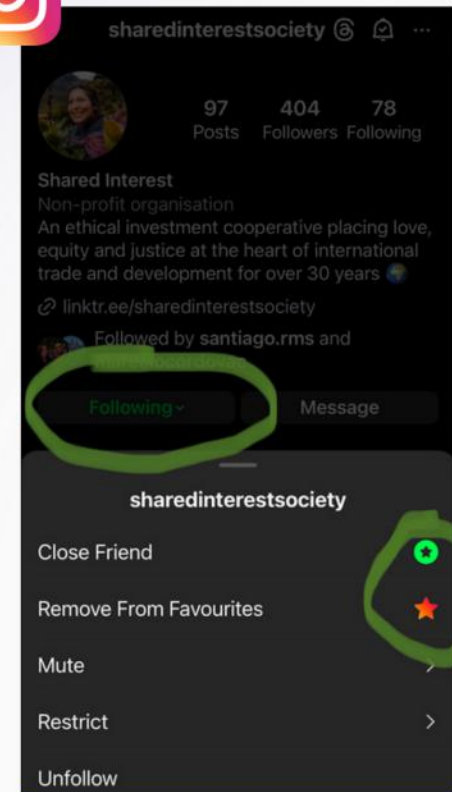
Step 2:  
You can then choose to  
be notified when we  
publish new videos.



Step 1:  
Search Shared Interest  
Society in Instagram,  
then click the bell icon.



Step 2:  
You can then choose to  
be notified when we  
post new content.

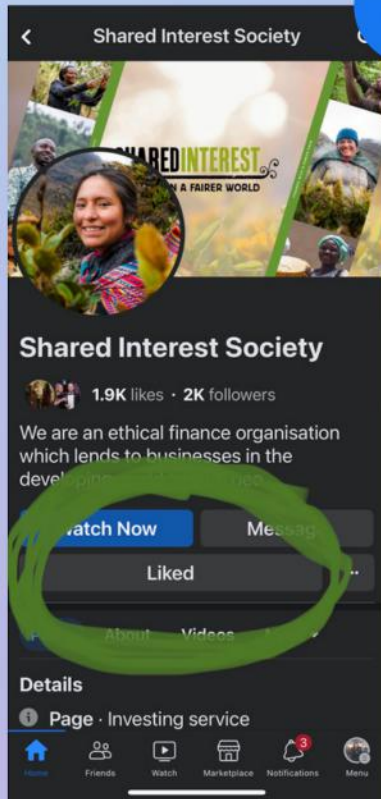


Step 3:  
You can also click the  
'Following' button and  
add us to your 'Favourites' feed.



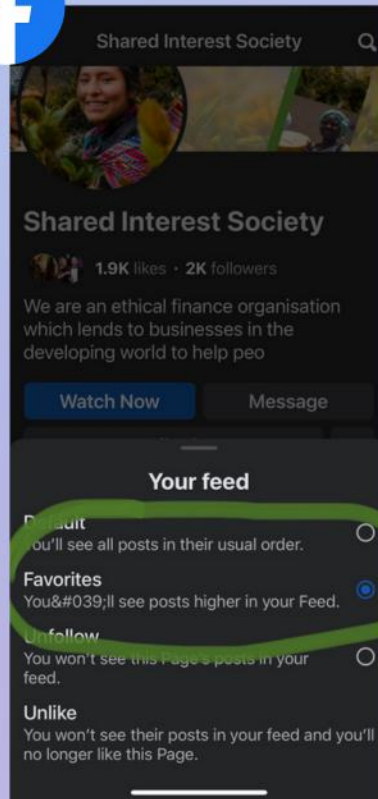
# STAY INFORMED AND INSPIRED

1



Step 1:  
Search Shared Interest  
in Facebook, then click  
the 'Like' button.

2



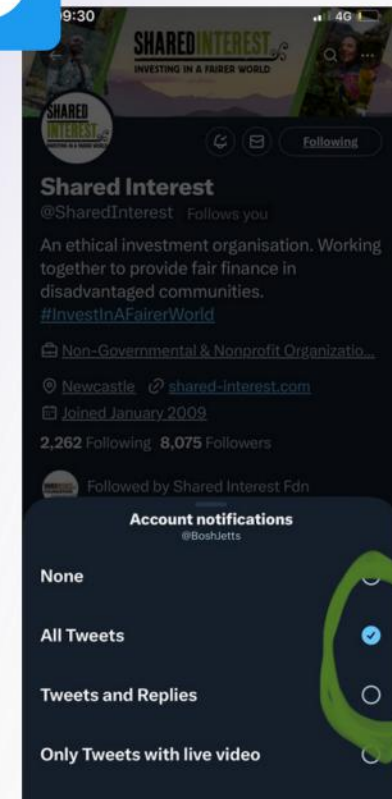
Step 2:  
Click the 'Like' button  
and click 'Favourites' to  
see our posts more often.

1



Step 1:  
Search Shared Interest  
in Twitter and then  
select the 'Bell' icon.

2



Step 2:  
You can then choose to  
turn on notifications to  
know when we Tweet.

# INFORM AND INSPIRE



## SHARING OUR POSTS

Our research tells us that sharing our posts is the most effective action a follower of Shared Interest can take.

'Sharing' introduces our posts to a whole new set of eyes, increasing awareness, engagements and followers.

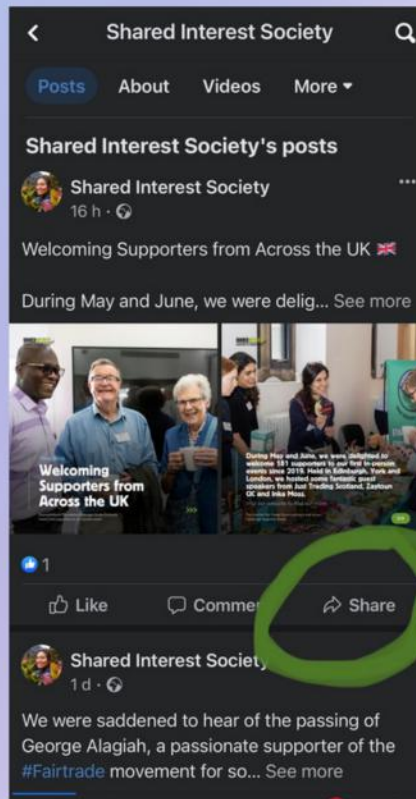
'Sharing' can mean 'Retweeting' on Twitter or 'Sharing' on Instagram, Facebook, LinkedIn and YouTube with your networks.

On Facebook, you can share posts with groups that you follow, such as Community or Fair Trade forums. This helps create discussion and reach interested audiences.

Do you know a particular relative that loves coffee? Share a YouTube video with them featuring a coffee producer we work with!

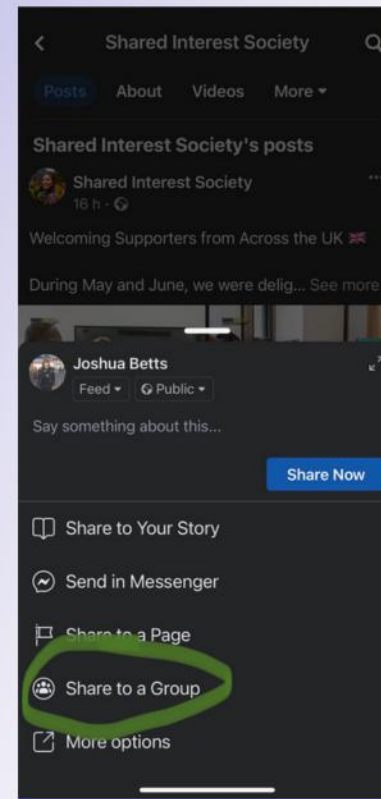
Do you have friends interested in ethical investing or donating? Retweet our post and let them see the work we do, through your profile!

1



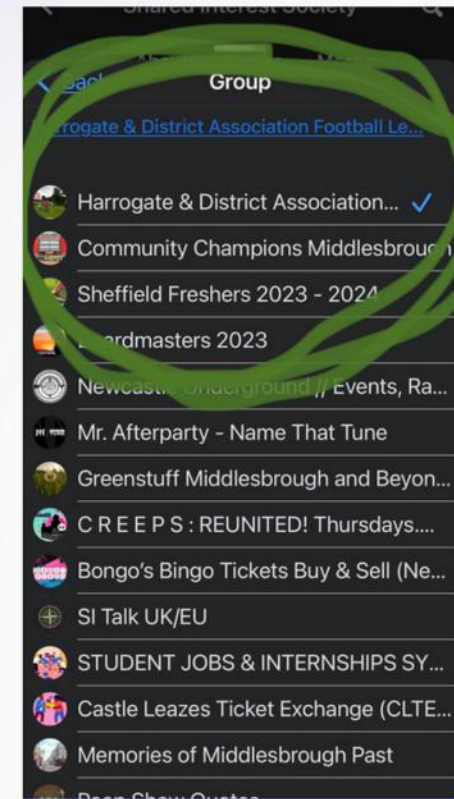
Step 1:  
Find one of our posts and click the 'Share' button.

2



Step 2:  
You can then choose to send the post to a friend, page or group.

3



Step 3:  
If you select 'Group', you can share the post with any interested Groups you follow.



# DISCOVER EVENTS

The screenshot displays the Eventbrite interface. At the top left is the Eventbrite logo. A search bar contains the text "sustainability fair trade" and a location filter is set to "London". A "Search" button is located to the right of the search bar. Below the search bar, there are filter options under the heading "Filters":

- Only show events from organizers I follow
- Search for online events

Under the "Date" section, there are radio button options:

- Today
- Tomorrow
- This weekend
- Pick a date...

A "View more" link is positioned below the date options. Two event listings are visible:

- Regenerative Fashion Conference** (Session 2: Fashion, People & Livelihoods) on Thu, Sep 14 at 2:30 PM at Conway Hall, starting from £16.96.
- Africa Sustainable Trade Week Powered by Connecten the Dots** on Mon, Oct 23 at 9:00 AM at Novotel London West, starting from £271.56.

On the right side of the page, there is a map of the United Kingdom with several location pins. A blue pin is highlighted over the London area. The map includes labels for various cities such as Peterborough, Northampton, Bedford, Luton, Stevenage, Watford, Slough, Reading, Crawley, and others.

## EVENTBRITE

This is a great website and app that you can use to quickly find events to get involved in. You can easily filter by date and location. You can also create an event yourself and invite people along! If you want assistance creating an event on Eventbrite for Shared Interest, please get in touch with a member of our team.

# DISCOVER EVENTS

The screenshot shows the X (Twitter) search interface for the query 'fairtrade events'. The search results are filtered to show 'People' accounts. Three accounts are listed: 'Fairtrade Leeds' (@FairtradeLeeds), 'Kirklees Fairtrade' (@KirkleesFT), and 'Brent Fairtrade' (@BrentFairtrade). Each account is marked as 'Following'. Below the list is a 'View all' link. The right sidebar shows search filters for 'People' (From anyone, People you follow) and 'Location' (Anywhere, Near you), both with 'Anywhere' and 'From anyone' selected. Below the filters is a 'What's happening' section with trending topics like 'Heinz Tomato Ketchup', '#CostOfLivingCrisis', and 'Humza Yousaf'.

**Search filters**

**People**

From anyone

People you follow

**Location**

Anywhere

Near you

[Advanced search](#)

**What's happening**

Trending in United Kingdom **Heinz Tomato Ketchup** ...

Trending **#CostOfLivingCrisis** 2,174 Tweets ...

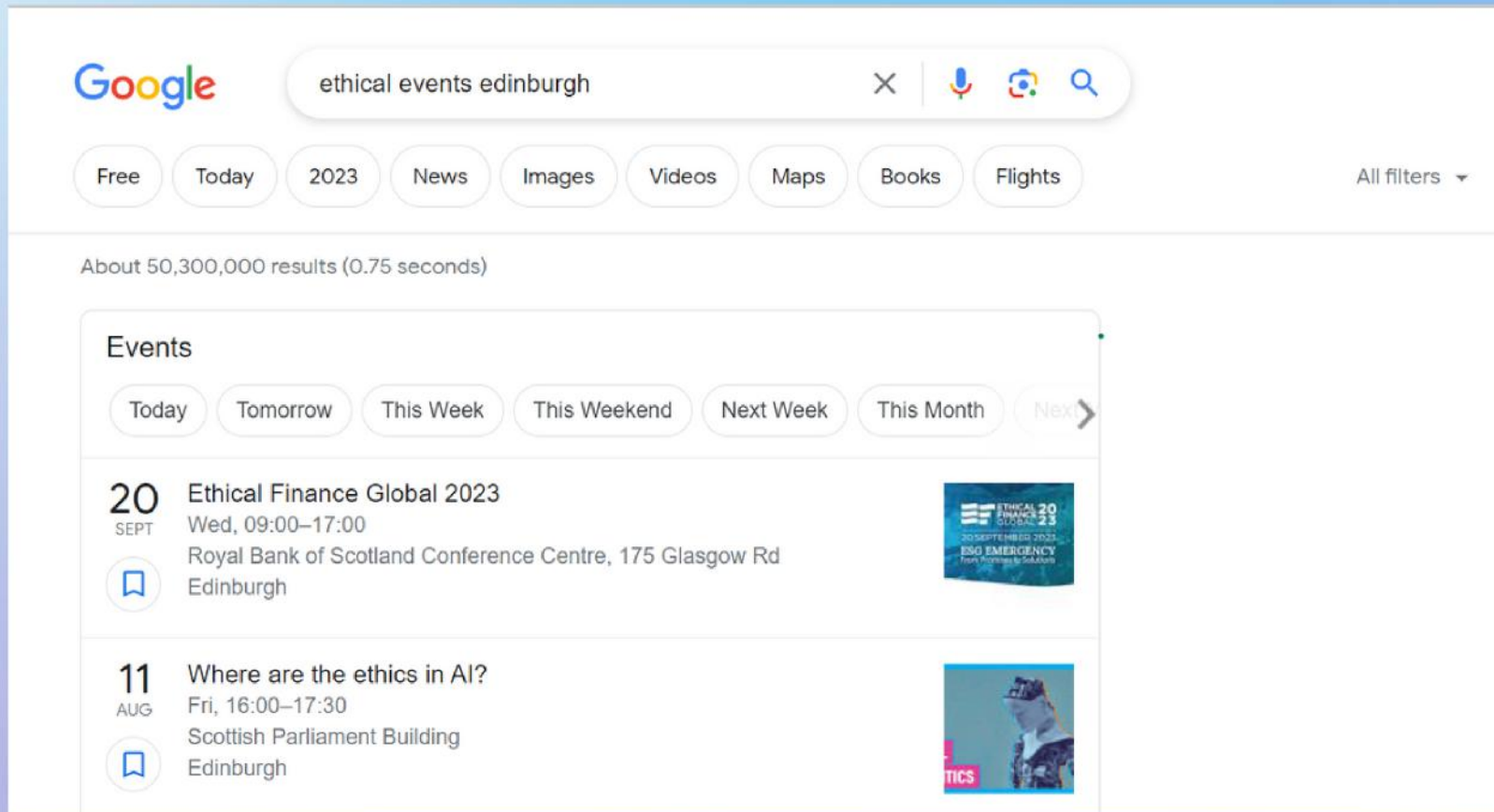
Trending in United Kingdom **Humza Yousaf** ...

## X (FORMERLY KNOWN AS TWITTER)

Twitter is another great tool to use to find up and coming events near you. You can simply search an event topic and location, and something will show up! For example, Fair Trade Fairs, London. Also, searching Fairtrade Events will bring up different accounts you can follow that will share updates on events happening in regions of relevance to you or your friends!



# DISCOVER EVENTS



The screenshot shows a Google search interface. The search bar contains the text "ethical events edinburgh". Below the search bar are filter buttons for "Free", "Today", "2023", "News", "Images", "Videos", "Maps", "Books", and "Flights". The search results section is titled "Events" and includes a date filter bar with options: "Today", "Tomorrow", "This Week", "This Weekend", "Next Week", "This Month", and "Next". Two event listings are visible:

- 20 SEPT Ethical Finance Global 2023**  
Wed, 09:00–17:00  
Royal Bank of Scotland Conference Centre, 175 Glasgow Rd  
Edinburgh
- 11 AUG Where are the ethics in AI?**  
Fri, 16:00–17:30  
Scottish Parliament Building  
Edinburgh

## GOOGLE SEARCH

Another quick and easy way to find up and coming events you could attend to hold a stall, share learning and experiences or simply have some fun, is by searching the type of event followed by the location into Google. For example, 'Ethical Events in Edinburgh'. You can then filter by dates, bookmark events and click links to learn more and book your place if necessary.

# SHARE THIS LINK

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USE OUR LINKTREE TO FIND EVERYTHING YOU NEED TO SPREAD THE WORD OF SHARED INTEREST.  
SHARE THIS WITH OTHERS AND SCAN THIS CODE USING A PHONE CAMERA!



[HTTPS://LINKTR.EE/SHAREDINTERESTSOCIETY](https://linktr.ee/sharedinterestsociety)

 <p><b>@sharedinterest</b> 📍 /sharedinterestsociety</p>	<p><b>@sharedinterest(sharedinterestsociety) - Latest Videos Links</b></p> <p>Invest in a Fairer World</p> <p>🌱 Linktree / Oct 10</p>
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