



Social Media for Villages – Posting with Purpose

Key Takeaways

- Start with a story
- Human, visual, local posts always win
- Faces & smiles > longer texts & flyers
- Keep captions short → 1 clear message
- Always include a Call to Action
- Match the content to the platform (Facebook, Instagram, YouTube, LinkedIn)
- Engage with partners and fellow Villages by “Tagging”
- Track what gets clicks – and adjust
- Show up consistently, with a consistent voice, using #’s → #VillageStrong

Have fun with it!

Platform	Best For	Tone/Style	Audience
 Facebook	Community updates, event invites, photos, local outreach	Friendly, conversational	Adults 50+, caregivers, local supporters
 Instagram	Eye-catching photos, reels, behind-the-scenes moments	Visual, upbeat, inspiring	Adults 35–60, families, volunteers
 YouTube	Educational videos, testimonials, "day in the life" stories	Informative, personal	All ages, especially 50+ exploring resources
 LinkedIn	Advocacy work, partnerships, professional updates	Professional, concise	Professionals, partners, donors
 Email Newsletters	Monthly roundups, impact stories, donation drives	Informative, warm, clear	Existing members, donors, supporters

Q&A for Posting with Purpose is on the VSN website
<https://www.villagesupportnetwork.org/resources>

For Membership Growth



Photo: A smiling older adult at a book club



"When Helen joined the Village, she thought she'd just get a ride to appointments. What she didn't expect was finding a group of friends who share her love of mysteries.

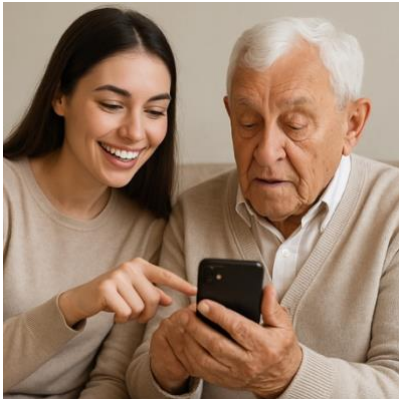
From rides to relationships, that's what the Village is all about.

👉 **Become a member and discover the support waiting for you.**
#VillageStrong #MeetYourNeighbors

For Volunteers (Recruit & Engage)



Photo: Young adult helping set up a phone or tablet for an older neighbor



"Tech questions? No problem. Jacob started volunteering with the Village to earn community service hours. Now he's the 'go-to' for members who need help with phones, Zoom, or streaming. The best part? He says he's learning just as much from them as they are from him.

👉 **Volunteers make the Village thrive. Come share your skills and your time.** *#VillageStrong #HelpYourNeighbor*

For Donors/Supporters (Fundraising & Sustainability)



Photo: Two neighbors walking on a trail with the Village logo in corner



"Last year, donations helped us provide over 300 rides to medical appointments, grocery stores, and community events. That's more than just miles covered. It's peace of mind for families and independence for older adults.

Your support keeps the Village moving forward."

👉 **Donate today and be part of the story.** *#VillageStrong #MeetYourNeighbors*