



#IFEVERYONE DID

#IVD 2023

International Volunteer Day

SOCIAL MEDIA
STYLE GUIDELINES

5 December 2023



The Centre for
Volunteering



Here are some style guidelines to help you craft effective and engaging posts for International Volunteer Day.

NOTE: This guide is intended strictly for this social campaign and is not comprehensive of our full brand standards.

Background

Held every year on December 5, International Volunteer Day was mandated by the UN General Assembly as a unique opportunity for the sector to celebrate the efforts of its volunteers and volunteer-involving organisations, share their values, and promote the incredible work they do.

The United Nations Volunteers (UNV) program advocates for the recognition of volunteers, whose commitment to their cause ensures no one is left behind, drives climate action and advances the Sustainable Development Goals (SDGs).

This year's theme is #IfEveryoneDid, reminding us of the power of everyone in collective action towards better, healthier communities for all.

The Centre for Volunteering active accounts:



thecentreforvolunteering



the-centre-for-volunteering



volunteernsw



volunteernsw



ASSET LIBRARY

Social Media

Facebook

LinkedIn

Instagram

X (was Twitter)

GIFs

Logos

Banners

Certificates of Appreciation



Social Media Words

Tone of voice:

Maintain a positive and appreciative tone. Encourage a sense of community and unity. Use of inclusive language that welcomes everyone to participate.

STEP #1: Copy

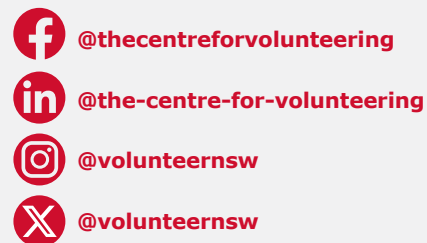
1. Can you imagine #IfEveryoneDid volunteering? This International Volunteer Day, join us in celebrating the wonderful volunteers who make the work we do possible. Without them, we wouldn't be able to...
2. This #IVD2023, we're saying thank you to all the amazing volunteers in our community. Your time and effort does not go unnoticed. We especially want to thank our own incredible team, who...
3. Who's a volunteer that helped you? This International Volunteer Day, we're being called on to imagine #IfEveryoneDid what they did. Let us know your thoughts...
4. This International Volunteer Day, the theme is #IfEveryoneDid – the power of everyone. What does that mean to you?
5. How are you celebrating your volunteers today? This International Volunteer Day, we are...

STEP #2: Call to Action statement

1. To find out more, go to [our web page].
2. Tell us your favourite volunteering story in the comments.
3. How do you recognise your volunteers?
4. What would a world where everyone volunteers look like? Share your answer!
5. Looking for ways to celebrate? We have a free resource from The Centre for Volunteering we can share with you.

STEP #3: Tags

The Centre for Volunteering Tags:
Reach out and tag us in what you're doing!



United Nations Tags:



Typography – keep in mind:

Emphasise key points with bold or italic text.

Avoid excessive use of all caps.

NOTE:

Ownership of Posts: All messages on all central media platforms are posted in the character voice described above. We DO NOT attach names or initials to posts.



Social Media Visuals

Volunteers in action, helping others, participating in community projects. Ethnicity, gender, age and location diverse and inclusive visuals to represent a broad range of volunteers.

Facebook

1200x628px

@thecentreforvolunteering
@unitednations
@unassociationofaustralia
@unvolunteers



Text reads:

Can you imagine #IfEveryoneDid volunteering? This International Volunteer Day, join us in celebrating the wonderful volunteers who make the work we do possible. Without them, we wouldn't be able to...

Call to action:

To find out more, go to [our web page].



Text reads:

This #IVD2023, we're saying thank you to all the amazing volunteers in our community. Your time and effort does not go unnoticed. We especially want to think our own incredible team, who...

Call to action:

Tell us your favourite volunteering story in the comments.



Text reads:

Who's a volunteer that helped you? This International Volunteer Day, we're being called on to imagine #IfEveryoneDid what they did. Let us know your thoughts...

Call to action:

How do you recognise your volunteers?



Text reads:

This International Volunteer Day, the theme is #IfEveryoneDid – the power of everyone. What does that mean to you?

Call to action:

What would a world where everyone volunteers look like? Share your answer!



Text reads:

How are you celebrating your volunteers today? This International Volunteer Day, we are...

Call to action:

Looking for ways to celebrate? We have a free resource from The Centre for Volunteering we can share with you.

#IVD2023

x12 assets available

#IfEveryoneDid

x12 assets available

SEE OVER >





LinkedIn

1200x627px

@the-centre-for-volunteering
@united-nations, @unga1 or
@united-nations-general-assembly
@united-nations-volunteers

**Text reads:**

Can you imagine #IfEveryoneDid volunteering? This International Volunteer Day, join us in celebrating the wonderful volunteers who make the work we do possible. Without them, we wouldn't be able to...

Call to action:

To find out more, go to [our web page].

**Text reads:**

This #IVD2023, we're saying thank you to all the amazing volunteers in our community. Your time and effort does not go unnoticed. We especially want to think our own incredible team, who...

Call to action:

Tell us your favourite volunteering story in the comments.

**Text reads:**

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Call to action:

How do you recognise your volunteers?

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Call to action:

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#IVD2023

x12 assets available

#IfEveryoneDid

x12 assets available

SEE OVER >





Instagram

1080x1080px

@volunteernsw
@unitednations



Text reads: Can you imagine #IfEveryoneDid volunteering? This International Volunteer Day, join us in celebrating the wonderful volunteers who make the work we do possible. Without them, we wouldn't be able to...

Call to action: To find out more, go to [our web page].

@volunteernsw
@unitednations
#IVD2023
#IfEveryoneDid



Text reads: This #IVD2023, we're saying thank you to all the amazing volunteers in our community. Your time and effort does not go unnoticed. We especially want to think our own incredible team, who...

Call to action: Tell us your favourite volunteering story in the comments.

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#IVD2023
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Text reads: Who's a volunteer that helped you? This International Volunteer Day, we're being called on to imagine #IfEveryoneDid what they did. Let us know your thoughts...

Call to action: How do you recognise your volunteers?

@volunteernsw
@unitednations
#IVD2023
#IfEveryoneDid



Text reads: This International Volunteer Day, the theme is #IfEveryoneDid – the power of everyone. What does that mean to you?

Call to action: What would a world where everyone volunteers look like? Share your answer!

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@unitednations
#IVD2023
#IfEveryoneDid



Text reads: How are you celebrating your volunteers today? This International Volunteer Day, we are...

Call to action: Looking for ways to celebrate? We have a free resource from The Centre for Volunteering we can share with you.

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@unitednations
#IVD2023
#IfEveryoneDid

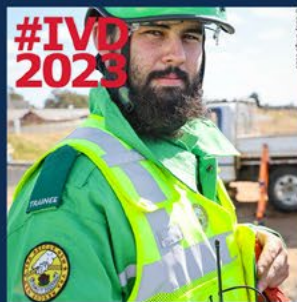
#IVD2023

x10 assets available

#IfEveryoneDid

x10 assets available

SEE OVER >





Instagram

Animated gif: 1080x1080px

@volunteernsw
@unitednations



#IVD2023



#IfEveryoneDid





X (was Twitter)
800x800px

@volunteernsw
@UN
@UNGABloxburg

**Text reads:**

Can you imagine #IfEveryoneDid volunteering? This International Volunteer Day, join us in celebrating the wonderful volunteers who make the work we do possible. Without them, we wouldn't be able to...

Call to action:

To find out more, go to [our web page].

**Text reads:**

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Call to action:

Tell us your favourite volunteering story in the comments.

**Text reads:**

Who's a volunteer that helped you? This International Volunteer Day, we're being called on to imagine #IfEveryoneDid what they did. Let us know your thoughts...

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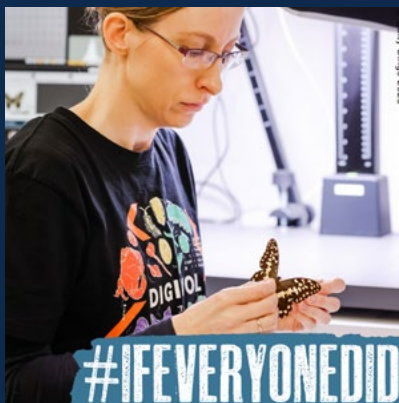
How do you recognise your volunteers?

**Text reads:**

This International Volunteer Day, the theme is #IfEveryoneDid – the power of everyone. What does that mean to you?

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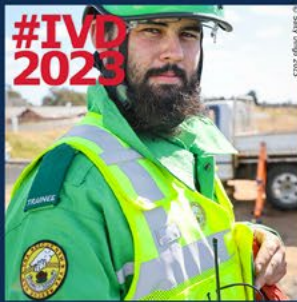
#IVD2023

x10 assets available

#IfEveryoneDid

x10 assets available

SEE OVER >





Banners

1440x600px



900x600px



Certificates of Appreciation





About The Centre for Volunteering

The Centre for Volunteering is your go-to for all things volunteering. No matter how big or small your need, you can come to us as your peak body.

Reach out to us at:
02 9261 3600
online@volunteering.com.au

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The Centre for Volunteering

Level 3, 40 Gloucester St
Sydney NSW 2000

T: 02 9261 3600

E: info@volunteering.com.au

W: volunteering.com.au

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