



Red Shield Appeal

Social Media Tips & Tricks for Corps

You don't need to be a social media expert to make an impact. The goal is simple: Show your community what's happening and invite them to be part of it.

Before RSA

Ask for volunteers or support
"We're looking for volunteer collectors this weekend..."

During RSA

Show what's happening
Photos, short videos, and real-time moments

After RSA

Celebrate and thank
"Together, we raised \$X for our community"

What works best on social media?

Focus on content that feels genuine and human.

High-performing content

- Real people and faces
- Volunteers in action
- Short videos (less than 60 seconds)
- Personal quotes and stories with human photo/video
- Community moments (BBQs, collections, doorknock)

Less effective content to avoid

- Text-heavy graphics
- Generic announcements
- Stock images

Content ideas to get you started

People and community

- Volunteer selfies
- "Why I give" quotes
- First-time or long-time volunteer stories

Engaging content

- "Dogs of RSA" photos of dogs on RSA events
- Simple polls or questions
- Guess the total raised

Behind the scenes

- Setting up collection points
- Volunteers preparing for the day
- Team moments before heading out

Looking for more ideas Check out 30 ideas for RSA posts

Video guide

You don't need professional equipment – your phone takes great video.

- Film vertically / portrait
- Keep clips short (5–10 seconds)
- Focus on real moments

Examples:

- Volunteers greeting the camera
- A quick walkthrough of your location
- A simple “thank you” message from the Corp officer or Corp leader

Writing captions

Use a simple structure:

What's happening + why it matters + what people can do

Example:

“Our volunteers are out today raising funds for the Red Shield Appeal. Every dollar supports people doing it tough in our community. Come say hello or support us today.”

Increase your reach and engagement

- Use #RedShieldAppeal
- Tag “The Salvation Army Australia” (Facebook) or @salvosau (Instagram)
- Tag local partners, community groups, or businesses
- Respond to comments to increase visibility
- Reply to comments
- Like and acknowledge responses
- Re-share posts from your community

Time-saving tips

- Take multiple photos at once and reuse them
- Capture short videos during the day
- Use provided [Canva templates](#) (edit and post)
- Focus on consistency rather than perfection

Recognition opportunities

Strong posts may be re-shared on divisional or national pages. We're looking for:

- Volunteer stories
- Community events
- Trendy videos

Tag the national accounts so we can see your great content.

Facebook: @The Salvation Army Australia

Instagram: @salvosau

Every post helps your community see the impact of The Salvation Army.
Simple, real, and consistent content makes the biggest difference.