

## Habitat for Humanity Canada's Global Village volunteer social media toolkit

Thank you for volunteering with Habitat Canada Global Village! People in your community and all over the world partner with Habitat for Humanity to build or improve a place they can call home. We're sure that you are looking forward to sharing news of your volunteer work with coworkers, friends and family, and we hope you do! Empowering Habitat homeowner families and the families in their community through the images and stories we share is important, which is why we've developed these customizable social media posts and guidelines to help you do just that.

### Photo guidelines

Our aim is to show the impact of housing on Habitat homeowners' lives, and how safe, decent housing can be achieved through your volunteer efforts. It is our duty to respect the dignity of the people we photograph or video, whatever their situation. Photos should be human, realistic, dignified, and respectful.

- **Gain informed consent.** Respect other people's privacy. Ask for, and receive, permission from the person you want take photos of before you take photos and share them on social media or elsewhere. If necessary, find a translator.
- Photos should never include images of children without the explicit consent of their parent/guardian. Even if the parent/guardian agrees, if the child indicates they do not wish to be photographed, do not proceed.
- If you are asked to stop filming or photographing, please do so.
- **Empower, don't exploit.** Always ask yourself how your images and video may impact the safety, well-being and rights of the person being portrayed.
- **Safety first.** Volunteers should respect the onsite health and safety guidelines given to them. Please refer to your trip guidelines which refer to behaving appropriately onsite.
- Children are not allowed to participate in build activities and should not be filmed/photographed doing so. If a minor is participating in build activities, please notify your team leader or local Habitat representative.

### Social media guidelines

Throughout your Habitat Global Village build you will learn firsthand of the incredible strength, resilience and potential of the people in host countries. Here are some helpful tips on how to portray them with dignity through social media posts:

- Tell personal stories of the unique and interesting individuals in these communities. Know the names and backgrounds of the people included in your post. Avoid making sweeping generalizations about groups of people and cultures.
- Help raise awareness about the complex issues around poverty and housing in communities around the world by sharing what you have learned about the communities you are working in. If applicable, share articles or anecdotes that provide greater context to the story being told.
- Use empowering language that highlights the strengths of these communities. Avoid demoralizing language such as 'poor', 'impoverished', or 'hopeless' as it strips people of their self-worth.
- Before posting ask yourself if you would appreciate being portrayed that way. Always keep in mind that human beings are not tourist attractions and should always be treated with the same respect you would show people in your own communities.



We build strength, stability and self-reliance.

Tip: Remember to tag @HabitatCanada to help us find your posts or use the hashtags #HabitatGlobalVillage, #GlobalVillage, #HabitatVolunteer, #HabitatVolunteers to engage with the greater Habitat volunteer community.

Other hashtags you could consider using in your posts are: #HabitatforHumanity #HabitatCanada #HabitatBuild #GiveBack #DoGood #SocialGood #Volunteering #Volunteers #AffordableHousing #HousingIsAHumanRight

### Customizable social media posts

In the posts below make sure that you replace anything that is highlighted and [in brackets] with information about the build you're volunteering on!

Build recruitment	Platform	Example posts
<p>Suggestions for promoting the build to potential build volunteers:</p> <ul style="list-style-type: none"> <li>- Highlight the need for housing in the country you are volunteering in.</li> <li>- Talk about the perspective volunteers will gain working alongside future Habitat homeowners and community members.</li> <li>- Showcase it as an opportunity to meet new people, from the family whose home you'll be working on to the community members, local Habitat staff and your fellow volunteers.</li> </ul>	Facebook	<p>Join me on a meaningful @HabitatCanada Global Village volunteer build in [region name, country name]!</p> <p>Volunteering on a Habitat Canada Global Village is more than just swinging a hammer or mixing concrete, it's an opportunity to work alongside the community and help a local family build strength, stability and independence through safe and decent housing.</p>
	Facebook	<p>Have you ever wondered what it's like to volunteer on a Habitat Canada Global Village build? Join me on a volunteer build in [region name, country name]! We'll be [raising walls/digging foundations/building a home] alongside a local family, helping them build strength and stability.</p> <p>Want to learn more about volunteering on a Habitat Canada Global Village build? Click here to listen to Habitat's podcast featuring two Habitat Global Village volunteers: <a href="https://buff.ly/2RJjoVC">https://buff.ly/2RJjoVC</a></p>
Pre-build	Platform	Example posts – where highlighted, remember to replace story details with

		<b>details from your own build</b>
<p>Images could include photos of you packing for the build, photos of you at the airport or meeting your fellow Habitat Global Village team volunteers. If you've been on a Habitat Global Village build before, this could also be an opportunity to share photos from your previous build.</p>	Facebook	I'm looking forward to getting my hands dirty, learning new skills and connecting with my volunteer team on a @HabitatCanada Global Village build this year in [country name] – I can't think of a better way to give back!
	Facebook	Meeting up with my Habitat Global Village team! For the next week, I'll be building Habitat homes alongside the community in [country name]. These homes will help improve living conditions for families, helping them build strength, stability and independence.
	Twitter	Heading to [country name] to build #HabitatforHumanity homes with families in need of safe and decent housing. [Include stat about housing in country]. Learn more about Habitat for Humanity Canada's #GlobalVillage program at habitatglobalvillage.ca.
	Instagram	
<b>During</b>	<b>Platform</b>	<b>Example posts</b>
<p>This is a great opportunity to share with families and friends what it is like on a Habitat Global Village build site. Keeping in mind the image guidelines, post photos of you and your fellow volunteers on the build site, families and community members working together with you or other volunteers (if applicable), the process of building, materials being used.</p>	Facebook	Working hard with my @HabitatCanada Global Village team in [country name]. We're building a home alongside the community and the future homeowner, [homeowner name], who has been living in [an overcrowded/unsafe] home [without a latrine] with [his/her X family members]. This new house will [describe how it will improve their lives]!
	Twitter	We're [raising walls/ digging out the foundations] for a new #HabitatforHumanity home in [country name] on a @HabitatCanada #GlobalVillage build project in partnership with [local Habitat].
	Instagram	
<b>Post-build</b>	<b>Platform</b>	<b>Example posts</b>

<p>Post a photo from your build! What was your most memorable moment? What did you learn? What was the most challenging/rewarding part of your build?</p> <p>In addition to #HabitatforHumanity and #GlobalVillage or #HabitatGlobalVillage, consider adding another hashtag post-build to increase the reach of your post: #MondayMotivation #ThrowbackThursday #FridayFeeling / #FlashbackFriday</p> <p>Or use Habitat branded hashtags to help you connect with the global Habitat community: #HabitatVolunteer, #HabitatVolunteers #HabitatHomeowner #HabitatHomeowners</p>	Facebook	Thank you, @HabitatCanada for a rewarding week on a Habitat Global Village build in [country name]! I walked away from the experience feeling more connected to the global community and developed a greater appreciation for the need for safe, decent and affordable housing globally.
	Facebook	While our Habitat build only lasted [a week/X days], the impact of the home we helped build will last for years to come, not only for the homeowner family but also for the community.
	Facebook	[Share your own most memorable moment, or favourite photo from your Habitat Canada Global Village trip]
	Twitter	Missing the wonderful community of [country or region of your build], and all my new #GlobalVillage friends! #ThrowbackThursday #HabitatforHumanity
	Instagram	Want a meaningful experience? Volunteer on a #GlobalVillage project with #HabitatforHumanity and build decent, affordable homes for people in need of shelter. What an amazing build! #HabitatVolunteers

**Questions?** Please contact Karla Bonilla [kbonilla@habitat.ca](mailto:kbonilla@habitat.ca)