



Your school's (or DofE group's) Facebook or Twitter accounts can help raise awareness of your DofE activities amongst participants and pupils, parents and staff, and may even help to attract potential pupils.

You could use this to publicise your information events, presentations and training courses and to share photos of participants and their activities to shine a light on their positive work.

## September

Make sure you familiarise yourself with your school's social media guidelines, if they have them. If they don't, a short set of guidelines can ensure your pages portray your school in the most positive light. See below for some links to help.

Encourage the school's head teacher, senior management team and governors to follow your social media accounts if they're not already.

Encourage new participants and their parents to follow your social media pages. You can use them to keep them up-to-date with important dates and information.

Social media can be used to promote DofE programmes to pupils at the start of the school year. Share photos and quotes from past participants to illustrate the benefits of taking part.

## October

You could help participants plan their programme by linking to DofE resources, such as the Opportunity Finder ([DofE.org/finder](https://www.dofe.org/finder)).

Consider making a social media plan for the month and scheduling posts in advance, either using the tools on Facebook/ Twitter, or using a platform like Hootsuite.

## November & December

If there are opportunities within the school that could contribute to participants' Volunteering sections, consider advertising these on your social media pages.

## January

The New Year can be a great time to recruit for volunteers. You could use social media to promote opportunities to the school network. Remember to highlight the benefits ([DofE.org/why](https://www.dofe.org/why)).

You might like to showcase participants who are undertaking unusual activities for any of their sections.

## February

Use photos and quotes to raise awareness of your work to future participants, parents and staff members. Social media can be a great way to demonstrate the benefits of DofE participation.

Remember to tag the DofE Head Office account (@DofE) in your posts and use the #DofE where possible.

## March & April

Make sure your participants are prepared for their expedition. Consider linking to useful resources, such as the *Expedition Kit List*.

Don't forget to take your camera on expedition (and obtain permission from parents/guardians). Photos can be a great tool to grow your social media following.

You could use social media to remind your participants of key dates.

## May

Encourage completions by highlighting the value of achieving a DofE Award - get help from successful past Award holders for case studies and link to the DofE Skills for Work site ([DofEskills.org](http://DofEskills.org)).

You can use PR hooks to support your social media activity and 'tell your story'.

## June

Promote your DofE achievers and recognise their achievements by sharing quotes and photographs.

Thank your volunteers for their help and support. You might like to ask the head teacher to post from the main school page (if you're using separate accounts for DofE news) and retweet.

## July & August

You can use the analytics tools on your social media account to reflect on the posts that have been most popular. This might help you to plan posts for next year.

You may be able to ask the admin team at your school for help. Consider training for anyone who will be using your social media account.

Remember to change the passwords if anyone who has been using your social media accounts has left the school.

### Other tips:

- Ensure your posts are relevant and appropriate.
- Keep your posts engaging and avoid being too wordy. Adding images can help, but remember to get parents/participants' permission first.
- Think about using events, such as National Volunteers Week, as inspiration for your posts.
- You could consider asking your participants to help create content, such as videos, as part of their DofE programme.
- Consider safeguarding and security, and be prepared to respond to negative comments. Here are some links that may help:
  - Safeguarding: [bbc.co.uk/editorialguidelines/page/guidance-blogs-bbc-full](http://bbc.co.uk/editorialguidelines/page/guidance-blogs-bbc-full)
  - General advice: [offthecusp.com/eight-pitfalls-to-avoid-with-social-media](http://offthecusp.com/eight-pitfalls-to-avoid-with-social-media)
  - Responding to negative comments: [searchengineland.com/5-tips-for-responding-to-negative-customer-reviews-online-102136](http://searchengineland.com/5-tips-for-responding-to-negative-customer-reviews-online-102136)
  - Guide for beginners: [moz.com/beginners-guide-to-social-media](http://moz.com/beginners-guide-to-social-media)

### Example posts:



#### Whitbury New Town DofE group



Thank you to the parents who helped with our #DofE groups this year – your support is much appreciated! Contact XX to volunteer.



#### Whitbury New Town DofE group



[School name] pupils waiting for the sunshine on their expedition section. #DofE



### Whitbury New Town DofE group @DofEWhitburyNT

{School name} pupil, David, is learning to play the Ukulele as part of his #DofE. Have you thought about what you will do for your Skills section?



### Whitbury New Town DofE group @DofEWhitburyNT

It's #NationalPetDay. Are you an animal lover? Check out opportunities to volunteer with [Local Pet charity], for your #DofE.



### Whitbury New Town DofE group @DofEWhitburyNT

Don't forget to talk about your #DofE experiences on your university applications. Check out the LifeZone for top tips (via eDofE!)



### Whitbury New Town DofE group @DofEWhitburyNT

This #VolunteersWeek our students are doing a school litter pick as part of their #DofE Volunteering section.



### Whitbury New Town DofE group



"I loved doing my #DofE because it gave me the chance to meet people in my local community, and I had great fun learning a new sport." Laura, Year 9.



Whitbury New Town DofE group @DofEWhitburyNT

Follow

Twitter poll: what skills do you feel you've developed through your #DofE?

- Communication
- Teamwork
- Confidence
- Determination

Vote

- [twitter.com/DofE](https://twitter.com/DofE)
- [facebook.com/theDofE](https://facebook.com/theDofE)
- [youtube.com/theDofEUK](https://youtube.com/theDofEUK)
- [instagram.com/DofEUK](https://instagram.com/DofEUK)