



SOCIAL MEDIA TIPS

VIRTUAL SERVICE TOOLKIT

Overview

This document is here to support you as you share your story as a Virtual Service Participant in an ethical, meaningful, and engaging way. Peace Corps Virtual Service (VS) is an opportunity for RPCVs and RPCRVs to engage virtually in support of the mission of Peace Corps. You, as a participant, have been supporting the capacity of host country partners in alignment with all three of Peace Corps' goals. You are now a member of a small but growing community of Virtual Service Participants. Sharing your experience as a Virtual Service Participant is a new and exciting way of achieving Peace Corps' third goal. This toolkit will help you get started sharing your Virtual Service story!

Purpose

This document is intended to align messaging across participating posts' social media platforms when communicating information about the VSP to the public.

Goals

1. To generate awareness of the Peace Corps VSP among returned Peace Corps Volunteers via social media platforms such as Facebook, Twitter, and Instagram.
2. To inspire members of the RPCV community to submit expressions of interest to participate in a VSP engagement.

Important to Remember

You are a private citizen donating your time to the agency. We appreciate the gift of your time and understand the sacrifices you've made to be part of Virtual Service. When posting online, please represent yourself as a Virtual Service Participant and not as a Volunteer.

Please be respectful of the people you engage with during your time as a Participant and, in regard to social media, please get permission with all parties involved before posting or tagging photos, and do not use specific names. Take a look at Peace Corps' approach to [Ethical Storytelling here](#).

Images for Social Media

Zoom screenshots are not engaging, we discourage using them. Consider asking a friend or a family member to take a photo of you collaborating with your counterpart. Consider posting a photo of your in-person experience alongside one of your virtual experience. This side-by-side comparison of the two different forms of engaging is compelling. Additionally if you have photos from your Host Partner/Counterpart's perspective - of them engaging with you or of the project in action - feel free to share with their permission. Do not post images of adults or children without a signed media authorization form for every individual.

A good way to do this is to share the post your organization makes on their social media accounts.

Suggested Hashtags

#VirtualService #PeaceCorps

Helpful links to consider adding:

- [Virtual Service Engagements](#)
- [Stories about Virtual Service](#)
- [VSP Email Updates](#)

Answering Questions

- Answer any question you feel comfortable with! If there is a question you don't know the answer to you can always share the Virtual Service email address (virtualsevicepilot@peacecorps.gov). We are happy answer any question that comes up!

For a list of VSP FAQs [please click here](#)

Virtual Service Pilot (VSP) Language Guide

Please follow this language guide when communicating about the VSP.

Words to Avoid	Recommended Language
Volunteer	Virtual Service Pilot Participant or VSPP
Work	Task/Engagement/Activity/Collaboration
Deliverables	Tasks
Must/Should	May/ Contribute/ Co-/
Assignment	Engagement/Service
Applicant	Prospective Participant
Application	Expression of Interest
Legal clearance	Legal review/Vetting/Due Diligence
Extensions/Extendees	Donating for a second time/third time