

## Social Media: Facebook Volunteer Spotlights

Show the world how much you care about your volunteers by celebrating them on your Facebook page! A Facebook Volunteer Spotlight allows a volunteer stewardship group or land management agency to highlight the great work an individual volunteer is doing while also promoting the program and volunteer opportunities. Oftentimes the volunteer, and even family and friends, will share the Spotlight on their Facebook page with their network, increasing your social media reach within the community.

### How To Create a Facebook Volunteer Spotlight

1. Select a few of your top volunteers – try to choose a good variety of ages and backgrounds.
2. Interview them or send out a questionnaire. Some sample questions:
  - a. What was your favorite memory or volunteer project working with (your group)?
  - b. What is your favorite part about volunteering in (the wilderness area you steward)?
  - c. What's your earliest memory of enjoying America's public lands?
  - d. What's a fun fact about yourself?
3. Incorporate the answers (after editing for length, grammar, and clarity), along with a short bio and good picture, into a Facebook post.

We've included four Facebook Volunteer Spotlights as samples, courtesy of Shevawn Von Tobel, Communications and Outreach Manager at Friends of Nevada Wilderness.

**Friends of Nevada Wilderness**  
Published by Shevawn Von Tobel [?] · April 25 at 8:03am · 🌐

Volunteer Spotlight: Southern Nevada volunteer and UNLV biochemistry student, **Natascha Kotte**, is part of the next generation of conservation superstars. She's a multiple blue helmet award winner and 3 time Alternative Spring Break attendee!. We're not really sure how she juggles her time with hitting the books, hitting the trails, and hitting the ballroom dance floor...but we're glad to have her as a volunteer!!

"Favorite Memory / Volunteer Project: Definitely last year's ASB when we went to the Pahrangat National Wildlife Refuge to plant willow trees for the Southwestern Willow Flycatcher. I remember Minas sending me an e-mail saying that there was 'definitely going to be more water this time around'. It was only when we were swimming waist-deep in the water, juggling baby willows, and digging holes into the lakebed that I realized: Minas has a knack for understatement. It was a lot of fun though!

Fun Fact About Myself: When I'm not out hiking in the wilderness or working in a chemistry laboratory, I am an avid ballroom dancer. Hiking boots, lab coats, and ball gowns are my life right now."

Thanks Natascha for everything that you do! #VolunteerAppreciation



2,871 people reached Boost Post

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Minas Mkhitarian, Cindy Shepard and 88 others Top Comments

1 share

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**U.S. Forest Service-Humboldt-Toiyabe National Forest** Thanks Natascha Kotte for all your great work!  
Like · Reply · Message · 🌟 1 · April 25 at 11:28am

**Kathy Ujifusa** Thank you Natascha!  
Like · Reply · Message · 🌟 1 · April 25 at 9:35pm

**Friends of Nevada Wilderness**  
Published by Shevawn Von Tobel [?] · April 26 at 8:04am · 🌐

Today's Volunteer Spotlight is on southern Nevada volunteer Terry Jones. Terry is the Chapter President of the Bristlecone Chapter Back Country Horsemen of Nevada and has helped provide pack support on numerous projects.

Fun facts we certainly didn't know about Terry is that a) he performed in a Mariachi band when he was teaching at New Mexico State University. b) Taught Hospitality classes in Mexico, Japan, China. c) Speak 4 languages (English, Spanish, Japanese, Chinese) d) Play Guitar, Violin (fiddle), Harmonica, and Erhu (two-stringed Chinese violin) -- We'll need to ask him to bring his guitar along on the next volunteer project....

His favorite conservation project was clearing downed trees from the Arizona Trail on the North rim of the Grand Canyon. Bureau of Land Management - Nevada, National Park Service, Bristlecone Chapter Back Country Horsemen of Nevada, Friends of Nevada Wilderness, U.S. Forest Service-Humboldt-Toiyabe National Forest, all involved in the interstate project.



6,513 people reached

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**Friends of Nevada Wilderness**  
Published by Shevawn Von Tobel [?] · April 29 at 8:04am · 🌐

Volunteer Spotlight: Chris Morris is a superb southern Nevada volunteer. It's hard to believe, but Chris may actually be too good with a shovel! After digging post holes and drainage dips on many projects together, a fellow volunteer recruited Chris to help with other trails projects around the valley.

"My favorite volunteer experience was actually my first with Friends of Nevada Wilderness, helping to build a vehicle barrier for the South McCullough Wilderness. Only a couple months earlier, I had just moved to Las Vegas and had been hiking in the exact same area and was disappointed to see a number of illegal vehicles trails within the wilderness boundary. It was very rewarding to be able to close some of the illegal routes.

Fun fact? I love collecting/looking at maps and atlases (really my kitchen table is really my map table). The two oldest I have are a county gazetteer from 1885, that has been in my family that entire time, and my grandmother's grade school geography book from 1919. Needless to say, they aren't very applicable to current conditions!" #VolunteerAppreciation



2,819 people reached

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Top Comments

**Friends of Nevada Wilderness**  
Published by Shevawn Von Tobel [?] · April 7 at 3:59pm · 🌐

Today's volunteer spotlight is on southern Nevada wilderness advocate and volunteer, Sasha Ilic. From the very first moment of laying eyes on Gold Butte, Sasha has been committed to doing whatever she can in order to protect the area. We were so impressed by her commitment and energy, we brought her to Washington D.C. in 2014 to meet with Nevada's congressional delegation in person. It is because of the efforts of Sasha and countless other grassroots activists like herself that Senator Reid called on President Obama this morning to protect Gold Butte.

"My favorite volunteering memory was my very first time going to Gold Butte. I had no idea a place like that even existed so close to the city. We got to plant native plants near the falling man area. But what I remember most is when the sun was setting after a day of hard work planting all those plants and irrigation tubes. I looked up and the most breath-taking sunset I had ever seen in my entire life. It was like the mountains just had this amazing glow and it was so incredibly peaceful. Right then and there I knew that I had to do as much as I could to protect that place so that other people could experience it too.

Fun fact about myself: I'm a big comic book fan and love collecting comic books. I've been collecting since I was a kid and enjoying sharing that hobby with my 9 year old daughter."

Sasha is definitely a Gold Butte heroine in our book and we think she deserves her own comic book for her admirable efforts, passion, and commitment to Nevada's wild places. Thanks Sasha!



5,665 people reached

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👍👎 Ryan Petrocco, Meghan Sural Wolf and 195 others

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