Social Media and the Journey of Volunteering

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ABSTRACT

The challenge for volunteer organizations today is how to protect the environment and maintain volunteers to maintain their social mission. When the volunteers receive positive benefits and social support from the volunteer organization, they express positive commitment to continue. Social media are an inexpensive the digital technologies that can reach a wide variety of volunteer and maintain a dialogue with them to better serve their journey. The study was conducted on volunteers who have participated in Empathy Project (EP) activities from Sociopreneur Indonesia (SociopreneurID). This case focus on implementation social media in the journey of volunteer. This study used an exploratory qualitative approach to build an understanding of the social reality of the implementation of the EP. The data that we synthesized from several social media posts by volunteers, after participating in volunteer activities, produced four things that motivated volunteers to make repeat decisions. These are (1) Personal Values; (2) Social Support; (3) Change of Perception / Added Knowledge and (4) Knowledge Sharing. Through social media, these four things are used by organizations as a strategy to maximize repeat decisions. Moreover, social media also acts as a platform to encourage communication and collaboration between organizations and volunteers.

Keywords: *infrastructure, social media, technology, volunteer*

INTRODUCTION

United Nations Volunteering (UNV) in the Global Trends in Volunteering Infrastructure 2018 report, stated that to achieve the success in the Sustainable Development Goals (SDGs), all stakeholders must deepen understanding of what is needed to encourage the process of volunteerism (United Nations Volunteers, 2018). Volunteering itself has a very large key role in overcoming problems that occur globally, such as education, urbanization, environmental degradation, increased migration, and demographic changes. Regarding encouraging the volunteerism process, of course it is closely related to encouraging, repairing and strengthening the infrastructure of volunteerism itself. The challenge for volunteer organizations today is how to protect the environment and maintain volunteers to maintain their mission (Connolly & Jones, 2012). On average a third of volunteers who join an organization do not return the following year (Eisner et al., 2009).

Technology is a key factor that shapes infrastructure and drives the role of Volunteers today (O'Brien et al., 2017). Digital technology and also social media, are able to attract social groups that can be appointed as non-traditional groups (young people and more diverse community groups) to volunteer (United Nations Volunteers, 2018). Which is using this will result in broad volunteer roles, not only engaging in offline volunteer activities but also engaging in online volunteer activities.

Social Media is one of the most popular applications of digital technology today. Based on data from We Are Social in 2020 (We Are Social & Hootsuite, 2020), data on active global social media users is currently around 3.8 billion, with an average growth of 9.2% compared to the previous year. While in Indonesia, active social media users are around 160 million or around 59% of Indonesia's population, with an average growth of 8.1% over the previous year. Around 95% of social media users in Indonesia are actively involved and contribute actively in their social media networks. With the use of large social media, it will be able to increase the role of volunteer activities especially in online activities. Social media can be used to discuss and share information and special events, and also to share personal experiences of volunteers so that they can be accessed by those around them (Connolly & Jones, 2012). Volunteer Organizations can also post news and information specifically for volunteers such as providing education and information related to other volunteer activities.

Innovation has a major role and change in infrastructure volunteers today, including new technology, partnerships and best practice. Where technology is the main force that shapes infrastructure

volunteers today (O'Brien et al., 2017). Volunteerism Infrastructure which has a large role in the process of a Volunteer is divided into three important components, (1) Enabling Environment, (2) Operational Structure and (3) Implementation Capacity (United Nations Volunteers, 2018). Not all components must be implemented simultaneously, especially encouraging and supporting each component is also a form of supporting the process of volunteerism itself. All of three were built to catalyze changes in the process of engaging, mobilizing and regulating volunteer activities more effectively. Like a process of activities, the process of volunteerism also implies a series of processes, starting from those related to their motivation to become volunteers, then making a decision to become a volunteer and feel the benefits of being a volunteer.

Volunteer organizations can utilize information management in social media to develop effective social networking strategies to support volunteer activities and increase volunteer commitment to achieve the expected social mission. In the offline context, when one's motivation matches the perceived experience, volunteers will have a higher intention to continue and get better satisfaction (Clary et al., 1998). Mean while, in the online, the motivation to become a volunteer must be related to use in social media, because personal motivation and competence influence the use of social media specifically (Ross et al., 2009).

There are many aspects of motivation that encourage a person to become a Volunteer. Clary et al. (1998) suggested that the main motivation is how one's voluntary desires in making personal sacrifices to others, especially strangers. These activities are voluntary, ongoing over time, have beneficial social impacts

and significant costs for those involved (Vecina & Marzana, 2019). Volunteer motivation theory states that people contribute their time to six basic reasons: protective, values, career, social, understanding and enhancement motivations. These six motivations, called Volunteer Functions Inventory (VFI), have different levels of importance for each individual, especially in terms of motivating them to become volunteers (Clary et al., 1998).

Social Media is quickly emerging as one of the innovative tools to support user engagement and interaction of the users (Bansal et al., 2014). One of the goals of social media is how to reach users at certain moments to be able to influence their decisions (Court et al., 2009). There are millions of customer interactions happening every day on Social Media such as, Facebook, Twitter and Instagram, and also forums and online communities. But at this time, social media interactions fail to capture all the touch points of volunteers, so volunteer organizations hard to maintain volunteers to continue carrying out their social missions. The main touch point of a volunteer's journey is when volunteers receive positive benefits and social support from volunteer organizations, they express positive commitment to continue(Connolly & Jones, 2012). Sometimes volunteer organizations experience difficulties and lag behind the use of their information systems (Lee and Bhattacherjee, 2011) and the role of social media in the context of volunteer management is still not optimal (Zhang et al., 2010).

This study focuses on how the relationship between social media and the journey of a volunteer in following social missions in an organization. The study was conducted on volunteers who have participated in Empathy Project (EP) activities from Sociopreneur Indonesia (SociopreneurID) in 2018 and 2019. This case study has a focus on the application of technological infrastructure innovation (social media) in the management of volunteer activities. We find that technology and innovation in the use of social media can encourage growth and are able to maintain volunteer involvement in an organization. This is in line with our findings through the Empathy Project case study, where we use social media technology as one of the important aspects in the recruitment, communication, collaboration and maintenance processes in supporting volunteer program activities.

Empathy Project (EP) is a collaborative program of ABGS (Academic, Business, Government and Society) developed by SociopreneurID to accelerate the creation of Responsible Ecosystems (RE) in Indonesia. Related with Sustainable Development Goals (SDGs), specifically SDG 4 (Quality Education) and SDG 17 (Partnership for the Goals), the EP is designed using education as a sector to build ABGS collaboration in Indonesia. Starting as an independent program since 2013, in line with the acceleration of the creation of RE, then since 2018, SociopreneurID has integrated these independent programs into a series of programs with implementation involving ABGS on a larger and broader scale.

The EP program series is grouped into two main SociopreneurID approaches, namely (1) focusing on social innovation and entrepreneurship, which consists of the BYTe (Bootcamp For Young Technopreneur) program which aims to train innovation and entrepreneurship for young people and Yours Camp designed for partner organizations in the process of co-creation and disseminating the impact to

be achieved. (2) focuses on social creativity and innovation which consists of the Multi-Stakeholder Dialogue (MSD) program which is a platform to connect all ABGS stakeholders to develop solutions that can solve specific problems and FeSoVity (Festival of Social Creativity) is a social innovation that presenting all stakeholders in the CRCD process series (Collect, Relate, Create and Donate). FeSoVity becomes a media to build one's volunteer spirit through a series of activities that encourage the creation of interactions between elements present in FeSoVity.

LITERATURE REVIEW

Volunteerism

Volunteering includes "any activity where time is freely given to benefit others, people, groups, or organization" (Wilson, 2012). To the most people think that a "Volunteer" is someone who contributes time to helping the others (People, groups or organizations) with has no expectation of pay or other material benefit to herself (Wilson & Musick, 1999). However, this does not mean that the work of a Volunteer is of no consequence himself. Helping others is believed not only benefit the person being helped, but also help and get beneficial to him. Many studies say that by helping others is a good way to get a satisfaction for himself.

Volunteerism is an activity or work and done by people (Europe Region WAGGGS, 2012). Volunteers may act individually, as groups, or through associations and other formal organizations. People, groups or organizations that benefit from Volunteer activities can take various forms, such as non-profit organizations, profit organizations or governments. The organization collaborates with volunteers to achieve the expected social mission and get wider impact and benefits. Volunteer appears as a systematic individual approach, with duration that can vary from a few hours, days, weeks and even months, in accordance with the expected social mission. Volunteers themselves need ongoing (moral) motivation to keep on working to give their best and provide broader benefits (Andronic, 2014).

The context of volunteerism, we can see the journey of volunteers in the customer decision journey perspective(Court et al., 2009). Before reaching the final goal to become a volunteer and after that decide to re-participate in volunteer activities, volunteer candidates will be faced with a series of processes from knowing about volunteerism activities, being interested in these activities, considering and finally deciding to become volunteers. What distinguishes each potential volunteer is the starting point and the distance they travelled to reach a decision.

Every day, people form impressions of any volunteer information from touch points such as advertisements, news, conversations with family and friends, and volunteer experiences. Unless the users are interest in that information, much of that exposure appears wasted. Actually, the decision-making process is a more circular journey, the first one is initial consideration; active evaluation, or the process of researching potential decision; closure, when the user decided; and post step, when the user experience them (Court et al., 2009).

Volunteering Infrastructure

To encourage the Volunteerism process, it is closely related to how the Volunteer organization support, improves and strengthens the Volunteering infrastructure itself. Support from good volunteering infrastructure will be able to maximize the potential of volunteers themselves in fulfilling their social mission. Volunteering Infrastructure itself is an enabling environment, operational structures and implementation capacities to promote volunteerism, mobilize volunteers and support them in their work. Enabling Environment is a component that includes regulations, legal instrument policies, regulations and compensation for voluntary activities. Operational Structure includes schemes, as well as organizations that support and encourage various Volunteerism activities. Implementation capacities include functional and technical resources of volunteer organizations to adapt to changing circumstances, function at high standards of efficiency and achieve results (United Nations Volunteers, 2018).

Innovation has a major role and change in infrastructure volunteers today, including new technology, partnerships and best practice. Where technology is the main force that shapes infrastructure volunteers today (O'Brien et al., 2017). Digital infrastructure and social media have made volunteers less static and attracted new non-traditional community groups to volunteer. Volunteering infrastructure is adapting to these changes in voluntary action, which are enabled a wider range of Volunteer to engage (Broers, 2015) and more contributions to often broader and longer-term projects. One of the most practical ways technology has changed volunteering infrastructure right now is by facilitating the match between supply and demand (United Nations Volunteers, 2018).

Social Technologies

The development of social technology continues to develop and grow in society. In general, the term 'social technology' is often referred to as digital social media networks, such as Facebook, Twitter, Instagram, etc (Skaržauskiené et al., 2013). In its development, the concept of social technology that focuses on social science, humanities and marketing in social life. Social technology can be defined as any technology used for purposes on any social basis, including social hardware (traditional communication media), social software (computer mediated media), and social media (social networking tools) (Alberghini et al., 2010).

Another term of social technologies is a way of achieving the goals set by individuals, their groups and institutions, determined by the state of knowledge and social efficiency (Gudz et al., 2019). The purpose of Social Technology itself is used by people to support socially and together to create, improve and exchange content (Chui & Manyika, 2012).

A social media is an online platform which people use to build social networks or social relations using internet technologies with other people who share people's live activities (Akram & Kumar, 2017). Social media revolves around users, and their activities and interactions. Users create content, communicate with each other, and ultimately keep the service alive and growing using digital technologies (Appel et al., 2020). Social media as a marketing tool with the aim of influencing individual behaviour and social structure for the benefit of individuals and society, ethically uses commercial marketing and other tools. Social marketing is necessary

because society values personal freedom, and personal freedom often leads to negative externalities (Bansal et al., 2014).

The power of social media is the way users use two-way interaction with the ability to send broadcast messages and also send messages directly to the target user and also his network. A prime application of social media in the enterprise is facilitating and enhancing the communication within an organization as well as between an organization and its users (Valacich & Schneider, 2018). This can encourage users to respond and also participate(Connolly & Jones, 2012). Through the column of comments and also the news feed, volunteers can see the response of their network friends to their volunteer activities. For volunteer organizations, social media have opened up a vast array of opportunities for presenting themselves to their potential volunteer;

In the journey of a volunteer, social media can be used as a media to promote volunteer activities, communication and collaboration between volunteers, to discuss their experiences in participating in volunteerism activities. When a volunteer gains experience and positive value from the social mission he / she participates in, it will make the volunteer to participate in the return activity and encourage the hearing to participate in the Volunteer activity.

MATERIAL AND METHODS

This study used an exploratory qualitative approach to build an understanding of the social reality of the implementation of the Empathy Project (EP). This study will provide a new perspective in addressing the challenges of human resources in Indonesia and introducing social

innovation and entrepreneurship education as an approach to prepare quality Indonesian human resources. Therefore, before the implementation of the Empathy Project, a study model and a process for data collection were compiled: contextual inquiry, observational research and survey.

Contextual inquiry is used to understand the forms of interaction of individuals involved. Through a series of unstructured observations and interviews to explore the meaning of the participant's perspective (Hartson & Pyla, 2012). Observational Research is used as a monitoring process for all programs implemented. This method focuses on the systemic process of seeing and participants' interactions and behaviour process through notes on relevant findings, using various media such as photos and videos (visual ethnography) and observer notes (auto ethnography) (Visocky O'Grady, 2006). While the survey is used to see trends and patterns (in the form of statistics) regarding the opinions and answers of the participants to the specific questions given. The survey was conducted on 96 respondents who had participated in volunteer activities in the Empathy Project program organized by SociopreneurID. We collect the data from August – November 2019.

RESULTS AND DISCUSSION

Based on the results of the Analysis on the implementation Empathy Project (EP), we found that 66% of volunteers who had joined, knew and decided to become volunteers through social media platforms (Facebook and Instagram). The process is influenced by SociopreneurID that uses the storytelling in communicating on social media. By using the storytelling, you can

maximize the process of volunteer journey. Stories through social media can strengthen the process of volunteer journey to repeat decisions in the next volunteer activity. The art of good storytelling in the context of a customer journey will create an impression of familiarity and engagement, while potential volunteers as listeners will have a precondition or initial consideration for voluntary activities.

In an effort to improve the function of social media as a means of supporting infrastructure volunteerism in the framework of technology and innovation, we found that social media triggers volunteers in the post-volunteering experience phase to strengthen their decision making to repeat decisions. Social media becomes a medium in mentalizing the process through stories, which in this context, come from a voluntary point of view. The story itself presented a big picture of the functional motivation of the volunteers.

The art of storytelling that we use through social media is to present a factor similar to volunteer motivation. In essence, if the organization organizing volunteer activities presents the same factors as volunteer motivation, then volunteers are considered to have a higher probability of continuing to participate in volunteer activities in the future. This motivation must be understood by organizations in order to maintain the sustainability of volunteer activities.

From the customer journey perspective, at the precondition stage (initial consideration) prospective volunteers consider two things before the decision-making process, perceptions of Empathy Project (EP) activities and exposure to activities presented by EP. Our

findings state that 73% of respondents had been involved in previous activities, another 23% assumed that EP activities were an extraordinary program, while another 32% believed that it would be very pleasant if they were involved in EP activities. Then experience becomes an aspect of the precondition that will later be actively evaluated, whether that aspect can encourage potential volunteers to decide to become volunteers. In addition to experience, the results of the synthesis conducted by researchers also indicate that there are two other aspects as active evaluation, namely empathy and individual values.

The reasons presented by prospective volunteers have similar aspects in giving messages about empathy and individual values that they believe in. Prospective volunteers actively assess and evaluate whether the program that they want to participate in really has an impact on the community. The impact presented must be in accordance with the values that are believed by prospective volunteers. These values, for example, are about education that is sustainable, inclusiveness, kindness or tolerance. Volunteers who have been exposed to volunteerism related with how their empathy and individual values are aligned with the program's goals will strengthen them to make decisions.

After deciding to become volunteers, they are faced with a post-volunteering experience phase, where they must determine whether to make a repeat decision or not. Triggers are needed to strengthen their reasons for making repeat decisions. The experience, empathy and individual values that previously served as an active evaluation process, when confirmed through volunteerism

experience, will act as confirmative evaluations.

This means that volunteer activities in the Empathy Project present values that are in line with individual volunteer values as aspects that reinforce repeat decisions. The evaluation results state that as many as 73% of all volunteers will come back to volunteer and another 24% say they might come back as volunteers in the future.

The data that we synthesized from several social media posts by volunteers, after participating in volunteer activities, produced four things that motivated (motivated) volunteers to make repeat decisions. These are (1) Personal Values; (2) Social Support; (3) Change of Perception / Added Knowledge and (4) Knowledge Sharing.

Personal Values

"Being a volunteer at FeSoVity, teach me how important to increase creativity in order to compete in an era where everyone competes to be the best. Luckily for children (beneficiaries) who have developed their creativity in a fun way to improve their competence. I also want to thank FeSoVity for teaching me many things "- AZ (Instagram).

"FeSoVity activities with the principle of collect, create, relate, donate become a good education for students. Children are taught to collect used items that are not used to be recycled into goods of more value and can be reused. This is an environmental education that is needed for young children given the declining quality of the environment such as scattered garbage and mounting landfills.

In addition, the principle of "donating" is a principle that is also expected to foster empathy for others who are more in need." – AS (Facebook).

Volunteers are driven through the need to express individual values through altruistic and humanitarian experiences to be carefully considered (Clary et al., 1998). Social media presents a space for volunteers to express their individual values to interact with other volunteers who also have similar values. Social Media provides an opportunity for volunteers to be able to express the values that exist in themselves and share these positive values with their networks (Connolly & Jones, 2012). Ultimately, this will cause a person to be motivated to become a volunteer because of the need to express their personal values which will be marked by the frequency of posts and likes from their networks. People try to engage in activities that are adapted to their personal values and needs. While they move towards activities that better fit their skills and personal traits during the lifespan process, they also increase their positive attitudes about the activities that they usually perform (Aranda et al., 2019).

Social Support

"Thank you SociopreneurID. I learned a lot with my friends about the meaning of togetherness and inclusiveness. " - MI, via Instagram and Facebook (showing pictures of herself with other volunteers).

"So excited! I'm happy to join this event !!! Getting knowledge, getting new friends and we work together. Tired but Fun. I'm really happy at the event. Hopefully there is fesovity 2020. See You.." – FK (Instagram).

Social perceptions and expectations regarding social functions are also a motivation for volunteers. Social motives is one of the value for volunteer for the preference to be a member of volunteer organization or make a collaboration with others (Aranda et al., 2019). When someone places volunteer activities with a higher standard, they are judged to have a wider social circle and better social skills. This type of volunteer will use social media as a medium to provide a portrait of togetherness and gratitude has been able to provide a portrait of togetherness and gratitude has been able to provide good action that is "collective" or together with others. Volunteering brings people together and links those taking part with others people, which helps build social capital and support (Research & Paylor, 2011). With social media, volunteer can growing up to socialize, make an new friends and becoming more confident in life (Akram & Kumar, 2017)

Change of Perception / Added Knowledge

"Thank you to SociopreneurID for providing us with valuable experience and opportunities. FeSoVity teaches me about understanding social entrepreneurship, both theoretically and practically; not about just making an impact, but the most important thing is empathy and inclusiveness. " - MH (Instagram).

"As a volunteer, a social activity teaches me a lot of sharing happiness is simple and can be done by anyone. SociopreneurID was very appropriate to hold this activity in Batam City so that I could have the opportunity to participate in its preparations. The purpose of its activities greatly affects many aspects. Sembulang children, volunteer students,

committee, and social environment as well as supporters of the success of the program. I am very grateful to be able to take part in this extraordinary activity." – RM (Instagram).

Volunteering activities help volunteers to experience unique experiences in new learning processes and opportunities to gain knowledge, skills and abilities (Clary et al., 1998) that might not be obtained through the learning process in the classroom. This also relates to how volunteers understand practically and evaluate the knowledge they have (Aranda et al., 2019). That the change of perception is not new and even becomes an important point for individuals who have more desire to find knowledge - certainly in both theoretical and practical forms. Volunteering can improve people's skills (hard and soft skill), which may in turn help for the volunteer future (Kamerade, 2013).

Knowledge Sharing

"This is my first time volunteering. It's nice to meet friends from various regions with diverse backgrounds. Lots of knowledge and experience gained from this event. Hopefully I can join with other voluntary activities in the future! ". - JL (Instagram).

"The mind like people gathered and get to share their dreams is something very inspirational. YOURS has treated myself gently without return, the knowledge I get, also new friends, and I hope their spirit will always grow inside me. I'm sincerely YOURS." – AR (Instagram).

Social media provides an easy and an effective way in which people can share knowledge (Akram & Kumar, 2017). It allows two-way interaction and the ability

to share stories back to a wider audience. Social media is an important factor as a medium to accommodate volunteerism. It can provide a means for volunteers to express their values and knowledge (Research & Paylor, 2011), to interact with other volunteers who may share and reinforce those values (Connolly & Jones, 2012). Therefore, to reach a wider audience and encourage repeat decisions, organizations must be able to utilize social media and the art of storytelling to provide a matching slice with volunteer motivation in participating in volunteerism. Social media can be used to announce and share personal experiences about how volunteers have touched people's lives (Connolly & Jones, 2012).

CONCLUSION

Social media as a component of technology in the infrastructure of volunteerism is an important component in regulating, accommodating and becoming a medium of communication for all voluntary activities. Social media is also the key to organizational success in understanding volunteer motivation, so that sustainability can be achieved. Regarding sustainability, repeat decision is a key indicator. Case in encouraging repeat decisions, the organization and volunteerism undertaken must provide a message similar to volunteer motivation. Four things that

support are personal values, social support, change of perception / added knowledge and sharing experiences.

Through social media, these four things are used by organizations as a strategy to maximize repeat decisions. Moreover, social media also acts as a platform to encourage communication and collaboration between organizations and volunteers. In the confirmative evaluation perspective these aspects play an important role for experiencing volunteerism. The result was that 73% of all volunteers involved said they wanted to re-join volunteering, while 24% said they might re-join.

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