



parkrun  
**Volunteer  
social media  
tips and  
examples**

May 2026

Version 1.3



# WELCOME

parkrun social media accounts are where a lot of people will hear about the event you support and get a feeling for what parkrun is all about. It's a great way to promote volunteering and how people can contribute and benefit through it. Please see this guide to help generate volunteering social media posts.

Posting regularly on Facebook and other social media platforms is a proven way to grow your parkrun community. This includes run, walk, jog and volunteer participants. If you are pressed for time during the week, scheduling posts at the beginning of the week is a quick and easy way to ensure you reach your local community on social media without the need to go in each day to post something.

It's important that anyone posting on parkrun event social media accounts are familiar with and read through the following guidance and policies.

- [Social media guidance](#)
- [Photography policy](#)



# Artificial Intelligence

We want to keep parkrun real, trusted and community-focused.

People trust parkrun because it reflects real experiences, real stories and real people.

We want this to be shown through what we're sharing on social media, both on our national channels and also our event team social media pages.

While it might feel like a quick, easy win to ask an AI generator to create a social post or poster for you, we strongly discourage using AI-generated images on parkrun and junior parkrun event social media channels.



# Artificial Intelligence

The parkrun or junior parkrun logos SHOULD NOT be put through any AI generator.

Photos of people at parkrun SHOULD NOT be put through any AI generator.

This protects parkrun as an organisation, and you and your community.

Research is already showing that brands or organisations which use AI-generated images have lower trust scores, so this social media guide and the [parkrun Resources Hub](#) is a great place to start to help you with your social media.



# PROMOTE VOLUNTEERING AS FUN


 **The Beaches parkrun** 8 Jun · 🌐

There are so many ways you can help out at parkrun! We are looking for the following volunteers for this Saturday:

- Time keeper (found, thank you!)
- Finish tokens (found, thank you!)
- Tail walker (found, thank you!)
- First timers brief
- Photographer

Please post below if you can help us out this weekend, message the page or email us at [thebeaches@parkrun.com](mailto:thebeaches@parkrun.com)



 **Kedron parkrun** 6d · 🌐

Do you want to look as happy as this crew of volunteers from last week?? Well you can by volunteering this week. We are still needing 3 roles filled for this Saturday 6 April

- 👮 Marshal
- 📷 Photographer
- 👤 parkwalker

EDIT-just a photographer now.

Let ... [See more](#)



 **Queenstown parkrun** 15 Jul · 🌐

Kia Ora Queenstown parkrun whānau! Thanks to everyone who has volunteered this week and we now have a full crew! We still need marshals for next week on the 24th July and lots of volunteers for the following weeks!

Volunteering at parkrun is fun and gets you involved and connected with your fellow parkrunners to help make their day! If you are keen help us out in the following weeks, reach out to us here on FB or email us to [queenstown@parkrun.com](mailto:queenstown@parkrun.com) !



**Those who volunteer at parkrun reported the greatest improvement to their happiness. 84% said volunteering at parkrun made them feel happier**

# LET YOUR COMMUNITY KNOW HOW EASY VOLUNTEERING IS



**Shiraz Trail parkrun**

18 Jun · 🌐

Vollies! We love 'em! 💜

Watch the video below that parkrun HQ has created in a series of volunteer videos being released.

Have you ever considered volunteering and weren't sure what to do or what's expected? Each role is quite easy and we guide you the whole way through. Everyone is welcome to join the volunteer community. They feel good endorphins go into high gear when you volunteer, trust us, we know. 😊

See you all tomorrow folks!

- 🌳 #volliesrock
- 🌳 #loveparkrun
- 🌳 #parkwalk
- 🌳 #dfyb
- 🌳 #checkinb4youparkrun



**The Ponds parkrun**

8 Jun · 🌐

UPDATE: Marshal roles filled. Awesome response time.

😁 Thank you!

G'Day, Pondies!

We are looking for 2 marshals for our turnaround and bubbler locations. It's an easy peasy volunteer role. Perfect for first timer volunteers and repeaters alike.

It's really fun too. Leave us a message!



**Westerfolds junior parkrun**

18 May · 🌐

No training needed! All roles are simple and fun 😊



**parkrun Australia** ✓

18 May · 🌐

🕒 MYTH-BUSTING TIME! 🕒

Myth: I don't have enough experience to volunteer at parkrun 😞

😊 Yes, you do! Anyone can volunteer! Training is provided on the day, you can learn new skills, meet new people, support your local community and feel amazing!

💜 #loveparkrun



# SHARE THE HI VIZ ROSTER FOR ALL TO SEE

## VOLUNTEER OPPORTUNITIES

We have a couple of awesome volunteer opportunities available for this weekend.

**FINISH TOKENS:** This role is super easy and no technology is required! You'll be standing at our finish line, with our timekeeper handing out finish tokens!

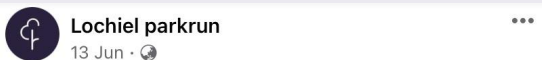
**BRIDGE MARSHAL:** You'll be located at the Wimmera Bridge, cheering our runners on - easy as that!

**PHOTOGRAPHER:** The photographer is supplied a phone and takes photos of the smiling faces!

Regardless of which role you are in, you'll be supported by the Run Director and all the other volunteers!

If you can fill any of these spots or any spots for upcoming weeks, please let us know!

	3 July 2021	10 July 2021	17 July 2021	24 July 2021
Run Director	Jackie EXELL	Andrew SOSTHEIM		Gareth LANE
Timekeeper	Jill ROBERTS			
Finish Tokens				
Barcode Scanning	Andrew CLARK		Sue OLSTON	
Barcode Scanning				
Tail Walker	Glenda TAYLOR	Dianne RUDOLPH	Sabriena GALATI	
Marshal	Sue COLIDIE	Parhel HATFIELD	Glenda TAYLOR	

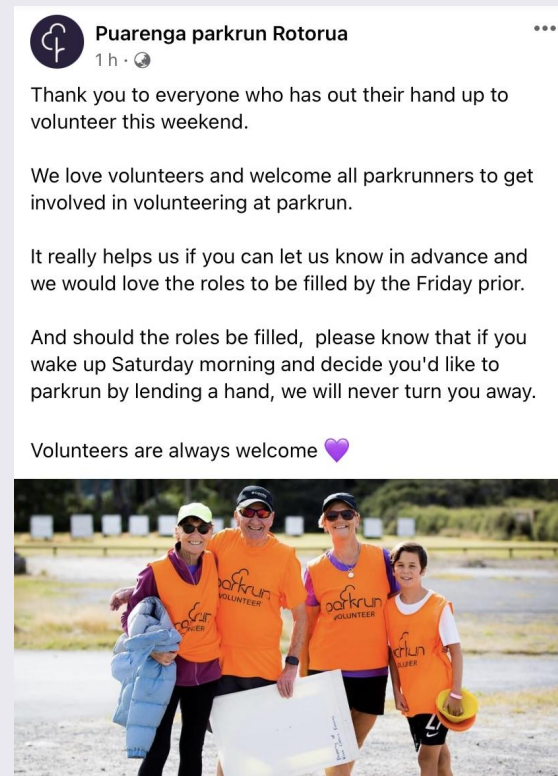


A big thank you all our lovely volunteers on Saturday morning  
 We still have some volunteer positions to be filled this coming Saturday. We're on the lookout for a Course Checker, Finish Token Assistant, Barcode Scanner (x3) and Finish Token Sorter (x2).  
 If you are interested, please let us know!



Timekeeper	Wayne PORTER
Finish Tokens	Peter O'DEA
Finish Token Sorters	

# EVERYONE IS WELCOME, THERE IS ALWAYS ROOM FOR ONE MORE



# REMEMBER YOU CAN VOLUNTEER AND WALK/RUN



# PROMOTE THE BENEFITS



**Whanganui Riverbank parkrun**  
11 Jun · 🌐

Did you know that research shows that people who volunteer show higher levels of happiness in their daily lives, satisfaction in life, higher self esteem, sense of control over life and better physical health.

Of course, you'd be keen to sign up to volunteer with these absolutely amazing reasons.

Please comment below with the role you're keen to do.

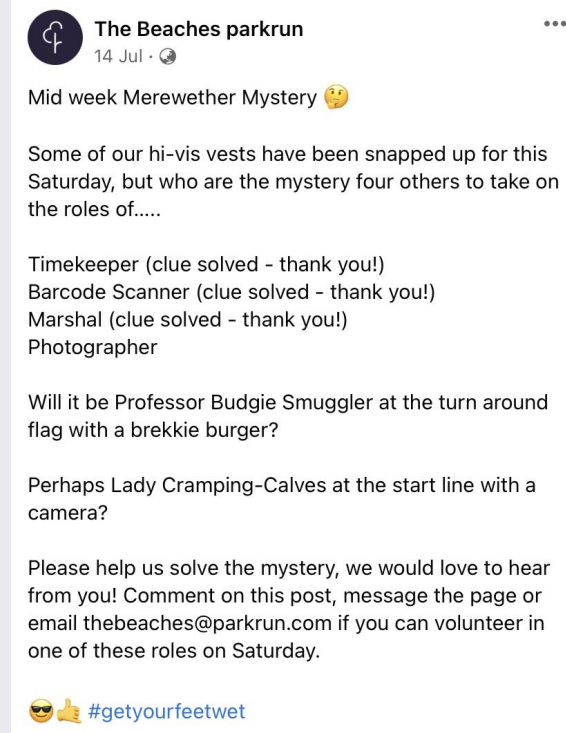
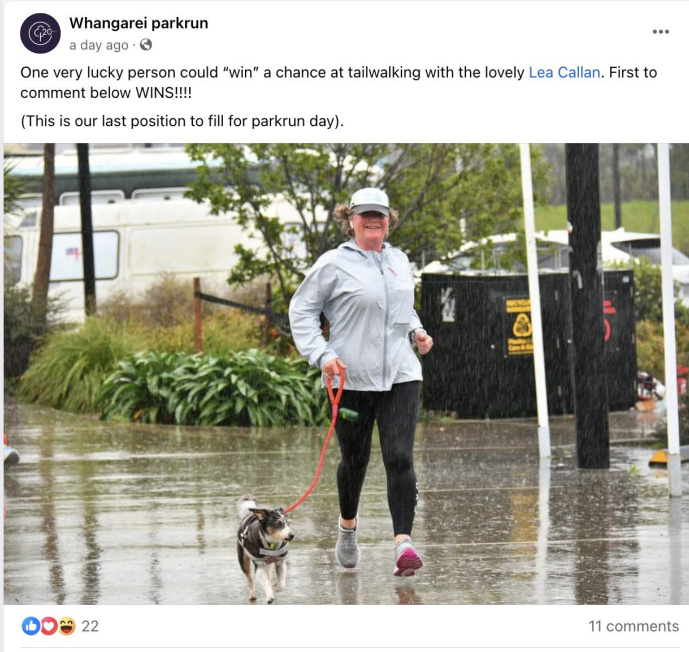
**VOLUNTEERS NEEDED**

We need a barcode scanner, a parkwalker, and a tailwalker

**JOIN US NOW** [parkrun.co.nz/whanganuiriverbank](https://parkrun.co.nz/whanganuiriverbank)



# MAKE PEOPLE LAUGH



# ASK YOUR COMMUNITY A VOLUNTEERING QUESTION

 **Paurenga parkrun Rotorua**  
19 Jul · 🌐

We love our volunteers!

What's your favourite part of volunteering?



[YOUTUBE.COM](https://www.youtube.com/watch?v=...)  
**Love volunteering**

 **Fairpark Reserve parkrun**  
30 Apr · 🌐

What are your 4 words?

 **parkrun Australia** ✓  
30 Apr · 🌐

What four words would you choose to describe volunteering at parkrun?  
... See more



 **Wildflower parkrun**  
19 May · 🌐

Who loves volunteering?

Share what you love about volunteering?

We always need volunteers 💕

 **parkrun Australia** ✓  
19 May · 🌐

A couple of weeks ago we asked what four words would you choose to describe volunteering at parkrun. We can't argue with the results...

Did we miss any?

[#lovevolunteering](https://twitter.com/lovevolunteering)




The word cloud contains the following terms: hi-vis, family, inclusive, social, passion, uplifting, friends, community, parkrun, satisfying, hero, volunteering, orange fun learning, easy, enriching, skills, rewarding, amazing, awesome, love, coffee.

# REMIND PEOPLE TO OPT INTO THE REMINDER EMAILS

 **The Beaches parkrun** 4 d · 🌐

Do you opt in to hear from us?

Most of our communication comes out via our Facebook page, however we do send out an email at the start of each month with an update about volunteering. If you would like to keep updated about The Beaches (or any other parkrun events you visit!) via email, please pop over to your profile and opt in 😎

 **parkrun Australia** ✓ 4 d · 🌐

Do you opt-in to receive the volunteer appeal emails?

You can do this via your parkrun profile. It... See more

Every parkrun event relies on volunteers and volunteering is a wonderful way to make friends, feel great and have fun. If you'd like to help, please take a look at the [Future Roster page](#) and drop our volunteer co-ordinator [an email](#) with the date(s) you'd like to volunteer on. [Visit our FAQ](#) to learn all about volunteering at parkrun.

You are currently opted-in to parkrun volunteer email list. [Click here to opt-out](#)

**Problem with your results?** If you didn't run today or if there's a problem with this result then please [email us here](#) to let us know.

Click [manage my profile](#) to [edit](#) your details, get your [barcode](#), view your [results](#) and add your [parkrun Freedom](#) runs.

 **Callaghan parkrun** 4 d · 🌐

Be sure to opt in for your event's emails 🙌🙌🙌

 **parkrun Australia** ✓ 4 d · 🌐

Do you opt-in to receive the volunteer appeal emails?

You can do this via your parkrun profile. It... See more

Every parkrun event relies on volunteers and volunteering is a wonderful way to make friends, feel great and have fun. If you'd like to help, please take a look at the [Future Roster page](#) and drop our volunteer co-ordinator [an email](#) with the date(s) you'd like to volunteer on. [Visit our FAQ](#) to learn all about volunteering at parkrun.

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Click [manage my profile](#) to [edit](#) your details, get your [barcode](#), view your [results](#) and add your [parkrun Freedom](#) runs.

# PROMOTE SPECIFIC ROLES



River Oaks parkrun

November 1 at 6:26 PM · 🌐



Role Recap Week Three! This week we will focus on the role of the "Finish Tokens". This role is done at the very end of the Finish Line Funnel, each participant who comes in must be given a positional chip in numerical order based on the participants finish placement.

Finish Tokens is a great volunteer role for anyone who likes to watch everyone finish! This can be really rewarding over time to watch participants improve their goals and go for personal bests!

Does this interest you? If so send us a email at [riveroaksparkrun.com](mailto:riveroaksparkrun.com)



Lochiel parkrun is with Gagandeep Dhingra. ...

7 Apr · 🌐

Lochiel Legends, we need a photographer this Saturday. Read Gagandeep's story and let us know if this is the role for you 📸😊👍

"The good thing about photographing is to receive all the smiles, waves and grins from the parkrunners. I love how beautiful faces light up when they are passing in front of the camera. I get to experience feelings of achievement from the runners who are in front, sense of persistence in joggers somewhere in the middle and contentedness and smiles from walkers. The best part is to be able to experience and capture funny faces and the tangos.

Overall it's highly satisfying volunteer role and feels even better to read the comments and to see the likes on the photos on Facebook. Give it a go - it's so easy!"



The Ponds parkrun added a new photo. ...

15 Apr · 🌐



Here is David, one of our terrific volunteers. He enjoys helping out as a timekeeper and loves seeing parkrunners crossing the finish line. Time keeping seems daunting (to some) but in reality...it is super easy!

💬 Tell us your favourite volunteer role and why you love it.



# SHARE SOME FACTS AND STATISTICS



Lochiel parkrun

23 May · 🌐



parkrun Australia ✓

23 May · 🌐

4,180 volunteers helped deliver 400 events for 40,000 parkrunners this week 😊  
... See more



Bellevue Park junior parkrun

September 25 · 🌐

Did you know that Across Australia there are 5 individual junior parkrun events? Last weekend across these 5 events we saw **302** junior parkrunners go through the finish funnel and **95** amazing vollies in orange there to support and encourage them 🙌  
How good is junior parkrun 🥰  
[#loveparkrun](#)



# SHOW THEM THE BLING

At the age of 10, Blake achieved his parkrun 25 volunteer club milestone and he even has few favourite volunteer roles.

Here's what he says...

"My top favourite volunteering role is barcode scanning because it feels good to get so many thank yous from the finishers. I also like tail walking because I can cheer every runner, walker and jogger on as they go past. I clap a lot!" 🙌🙌🙌

How about you, what volunteer role do you like? 🤖

#thepondsparkrun

#loveparkrun



Bellevue Park junior parkrun

March 28 · 🌐



Meet Emilia. Emilia did her 25th parkrun volunteer with us on Sunday! Congratulations Emilia 🎉. We think you'll look great in your new 25 volunteer shirt 🙌. If you'd like to volunteer with us we still have the below roles we need to fill before the weekend.

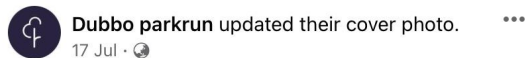


## Future volunteer roster

	2 April 2023	9 April 2023	16 April 2023	23 April 2023
<b>Run Director</b>	Michelle ELMS	Kimberley DE WAAL	Duane GREEN	
<b>Pre-event Setup</b>		Andy WATKINS		
<b>Event Day Course Check</b>		Andy WATKINS		
<b>First Timers Welcome</b>	Megan MATHIESON			
<b>First Timers Welcome</b>	Louie MATHIESON			
<b>Warm Up Leader</b>	Megan MATHIESON			
<b>Warm Up Leader</b>	Louie MATHIESON			
<b>Timekeeper</b>	William OWEN-JONES		Rhondda WETTON	
<b>Funnel Manager</b>	Jenni BEAUZEC		Mark MUSK	
<b>Finish Tokens</b>		Andy WATKINS	Kimberley DE WAAL	
<b>Barcode Scanning</b>	Nicole SANDAY	William OWEN-JONES	Peita HILLMAN	
<b>Barcode Scanning</b>			Paul RELF	
<b>Tail Walker</b>	Peter CARDILINI		Richard HALLETT	
<b>Marshal</b>			Zoe RELF	
<b>Marshal</b>			Carmel GRASHUIS	
<b>Marshal</b>			Lachie MINERS	
<b>Marshal</b>			Nicola MINERS	
<b>Marshal</b>				
<b>Post-event Close Down</b>		Andy WATKINS		

# PROMOTE YOUR LOCAL COMMUNITY CLUBS

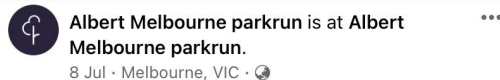
## PARKRUN VOLUNTEER DAYS



Thank you to our wonderful volunteers. [Dubbo Stampede](#) committee members filled all the roles today. The Stampede is on 29th August, still plenty of time to get your entries in, let's help them celebrate 10 years!!

Thank you to

John Robins, Steve Fossey, Katie Lyons, Terry Lyons, Baden Lyons, George Brown, Kellie Reeves, Paul Taylor, Mandy Weeks, Bella Weeks, Harrison Weeks, Beverley Evans, Fiona Rayner, Julie Hunt, Alexandria Eves, Andrew McKay, Jo Arndell, Ian Crafter and Maree Barnes



If you're part of a team, club, community organisation, charity or even a business, why not consider volunteering as a group at parkrun?

Volunteering at as a group at parkrun can be a great way to raise your profile, build connections with our community or even as a team-building exercise. We are always open to groups of people volunteering at parkrun, especially when they are aligned with our aims, values and connected to our community. We can partner with formal organisations or even groups of family or friends. Birthdays, bucks or hens days, you name it, we will consider it!

There are some limits to what we can do with respect to commercial promotions and we can't collect money at the event. However, if you have an idea, get in touch with us (or your local parkrun event team) and we are definitely open to a discussion.

If you know of a group that could be interested, share this post or tag them in the comments.

[Crosbie Crew](#),  
[Gunn Runners](#),  
[Melbourne Fronrunners](#),  
[Melbourne Midway Miles](#)



Happy humpday Rhodes parkrunners, the forecast for this Saturday is a sunny maximum of 26 degrees 🌞

Also, one of the best running clubs going around, [Sydney Striders](#) will be providing all of the volunteers at this week's event 🙌

For more information about [Sydney Striders](#), check out their website [www.sydneystriders.org.au](http://www.sydneystriders.org.au) or speak to one of your friendly volunteers on Saturday morning 🙌



# SHARE POSTS OFF THE MAIN NATIONAL PARKRUN PAGES

 **The Terrace parkrun**  
18 Jun · 🌐

Great video from parkrun Australia giving insight into what it's like to volunteer as the barcode scanner. if you have never done it, it's a great way get you involved and meet new people. Come and ask us at parkrun this Saturday if you are keen to know more or want to try barcode scanning in the coming weeks.

 **parkrun Australia** ✓  
17 Jun · 🌐

Watch the first in a series of videos explaining the different volunteer roles there are at parkrun.  
... See more



and as everybody comes through

 **Bunyville parkrun**  
22 Jun · 🌐

We are after another barcode scanner and photographer this weekend. Come and try out a role or feel free to ask us anything about volunteering if you have any questions.

 **parkrun Australia** ✓  
22 Jun · 🌐

Have you got a favourite volunteer role? Is there one you'd like to try but haven't yet?  
... See more



 **The Ponds parkrun**  
18 Jun · 🌐

In a series of videos, we will explore each volunteer role to bust the myth. Happy FriYAY!

 **parkrun Australia** ✓  
17 Jun · 🌐

Watch the first in a series of videos explaining the different volunteer roles there are at parkrun.  
... See more



and as everybody comes through

11.8K views

# PROMOTE VOLUNTEERING ON YOUR COVER PHOTO



# MAKE YOUR VOLUNTEERS FEEL SPECIAL WITH A SPECIFIC THANK YOU

 **Reading parkrun** @Readingparkrun · Oct 25

Thanks once again to our hi-viz heroes & heroines without whom we'd probably run off to Sonning or be going round in circles in the Nature Reserve!

Want to get involved this week? Email us ([reading@parkrun.com](mailto:reading@parkrun.com)) with your name, barcode & which role you fancy doing

#loveparkrun 🌱



**THANK YOU TO THIS WEEK'S HI-VIZ HEROES**

Richard BENNIE	David HODKINSON
Thomas BRY	Alexa KOLB
Judith RICHARDS	Charlie JACKSON
Conall RADWICK	Lee JOHNSON
Jeremy SANDWICK	Elizabeth JOHNSON
Sarah EVANS	Kirsty LYNCH
Alex TEE	Jan MAY
Isaac FLINT	Tom BARROWS
Sohan SARIN	Graham PRICE
Sophie HARRIS	Chris SMITH

GET INVOLVED: [READING@PARKRUN.COM](mailto:READING@PARKRUN.COM)

parkrun 🌱 and 3 others

 **Lochiel parkrun**

11 Jul · 🌍

Thanks again to yesterday's wonderful volunteer team!  
(Plus team-photo-taker-and-early-setter-upper Geoff)



 **Albert Melbourne parkrun is at Albert Melbourne parkrun.**

14 Jul · Melbourne, VIC · 🌍

It's #ThankyouWednesday and today we're thanking the 28 amazing volunteers from last Saturday. Please give them a 💜.

If you're keen to be a #HiVisHero this coming week, or in the future, please let us know.



# AND REMEMBER AGAIN VOLUNTEERING IS SUPER FUN AND EASY


**Colwick parkrun**  
September 9 · 🌐

Here's some of the fabulous volunteers at Event 557 📸

Thanks to each and every one of them! 🌟

Fancy helping at our community event in future weeks? 📩

Please get in touch! 📞




PIC-COLLAGE

**Avondale University College parkrun**  
5 Jul · 🌐

Check out how happy our volunteers are!  
If you'd like to smile like this then volunteering is the thing to try!

We are in need of a marshal, a barcode scanner and a photographer for this Saturday 10th July.  
If you can't make it this weekend then we have plenty of spots free in the next few weeks. Please comment below or send us a message and we'll add you to the roster. All jobs are easy and we'll show you what to do.

Oh and did we mention that all volunteers can get a free drink at the cafe afterwards? Another reason to join us our smiling volunteer crew 😊



**Sherwood Reserve parkrun**  
5 d · 🌐

The only experience needed is the great feeling you get when parkrun volunteering 🙌🙌

**parkrun New Zealand**  
5 d · 🌐

🕒 MYTH-BUSTING TIME! 🕒

Myth: I don't have enough experience to... See more



# #lovevolunteering