

## Volunteer Maine media outreach report: Jan. 2022

Includes MLK Day of Service, an interview with VolunteerPro featuring Kelsey Preecs, and Governor's Awards for Service and Volunteerism

orps members in Maine honor the legacy r King, Jr. on #MLKDay? Use the eck out the first set of service snapshots lunteermaine.gov/media/news/mlk... meriCorps

Maine Conservation Corps)





bers in Maine honor the legacy of Dr. Martin Luther King, r. Day of Service? Use the following link to check out the ts on our website: /media/news/mlk-day-22-americorps



#MLKDay & of Service 2022 This Martin Luther King, Jr. Day of Service, people across the USA (including many wearing the #AmeriCorps A ) united to honor Dr. King's legacy of service and sacrifice. We came together as a nation to help create his Beloved Community by volunteering and committing to do good throughout 2022. Take a look at the good



AUGUSTA — Volunteer Maine, the Maine Commission for Community Service, seeks nominations for all categories of the 36th annual Governor's Awards for Service and Volunteerism.

January 27, 2022

Nominations are scheduled to close at 5 p.m. Friday, March 18, according to a news release from Volunteer Maine

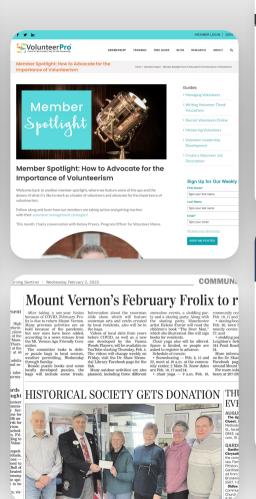
Since 1987, the awards have celebrated and recognized the role of citizen olunteers in the success and vitality of Maine communities. At the same time, the awards seek to inspire others to be active in civic life and follow in the footsteps of those recognized. The awards program is managed for

Recipients of competitive awards for individuals, teams and organizations as well as those named to the Maine Volunteer Roll of Honor — will be celebrated during a virtual ceremony at the end of April, the specific date

Among other forms of recognition, Roll of Honor recipients will be recognized during the Portland Sea Dog's annual Volunteer Appreciation Game, scheduled for April 20 at Hadlock Field in Portland.









VOLUNTEERMAINE GOV

I SERVED.

MLK DAY

Since 1986, the annual observance of Dr. Martin Lufter King, Jr.'s birthday has been National Day of Service. Promoted as "A Day "On" not A Day Off," it is an important time for Mainers and all Americans to take action in response to He's most persistent and urgent question: "What are you doing for others?"

AmeriCorps Nine-to-Ninety Five

Corps Nine-to-Ninety Five is sponsored by the Town of Van Buren. Maine and the Van Buren Resiliency Project

**BON BANGOR DAILY NEWS** Volunteer Maine seeks nominations for annual Governor's Awards for Service and Volunteerism O @ @ = AUGUSTA — Throughout 2021, Maine's volunteer heroes continued Maine Archives and Museums For those of us who work alongside volunteers, don't forget to nominate your volunteers for Volunteer Maine's Roll of Honor and the Governor's Service Awards. This is a free program; you can nominate as many volunteers from your institution fo the roll of honor that meet the requirements! Roll of Honor is a non-competitive award that honors adult volunteers who have dedicated 500 or more hours during the year, or youth volunteers who have dedicated 50 or more hours during th... See more **CELEBRATE MAINE VOLUNTEERS!** NOMINATE TODAY! Competitive awards for organizations
 Maine Adult Volunteer Roll of Honor • Maine Youth Volunteer Roll of Hono DEADLINE: MARCH 18 5 P.M. Volunteer Maine

Governor's Awards for Service and Volunteerism I Volunteer Maine

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# Summary



12

**Pieces of Coverage** 

Total number of online, offline and social clips in this book



2.73M

**Online Readership** 

Combined total number of people that visit the websites featuring coverage



14.2K

**Est. Online Views** 

Prediction of lifetime views of online coverage, based on audience reach & number of...



12

**Social Shares** 

Number of times the online articles have been shared on social media



**52** 

Avg. Domain Authority

A 0-100 measure of the authority of the site coverage appears on.

Provided by Moz



0

Coverage that links

How many items of coverage contain at least 1 backlink to the website(s) you're promoting.



18.3K

**Estimated Views** 

Prediction of lifetime views of coverage, based on audience reach & engagement rate on social



4.06K

**Est. Social Views** 

Prediction of lifetime views of social posts, based on audience reach and engagement rate



71

**Engagements** 

Combined total of likes, comments and shares on social media platforms



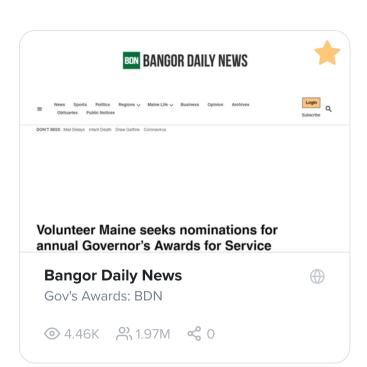
86

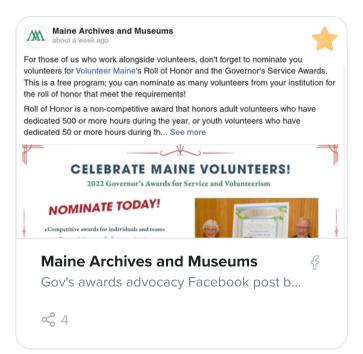
Max. Domain Authority

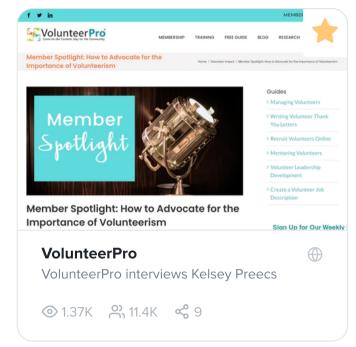
A 0-100 measure of the authority of the site coverage appears on.

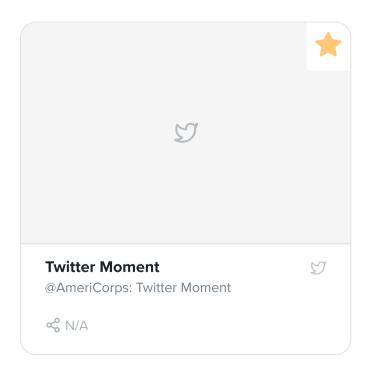
Provided by Moz

# Highlights









# Coverage

12 pieces of coverage



#### **Bangor Daily News**

Maine's premier news source. With local news from across the state, opinion, obits, and political coverage, The Bango... 86

Domain Authority

Provided by

1.97M

**Unique Visits** 

MOZ



#### **Gov's Awards: BDN**

bangordailynews.com/2022/01/20/bdn-m...

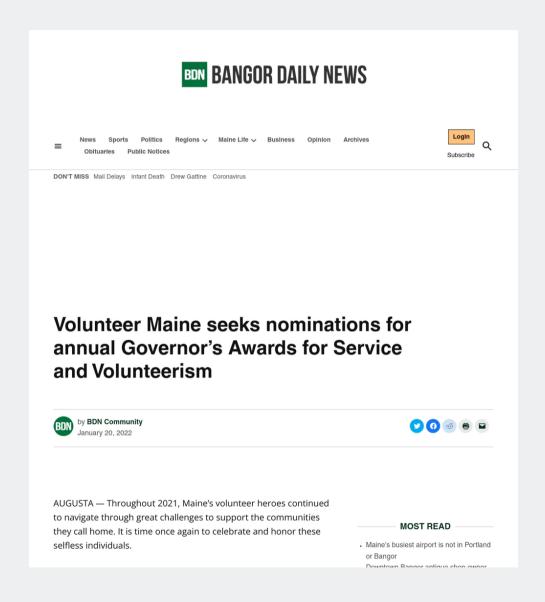
**Estimated Views** 

4.46K <sup>☉</sup>

Estimated views calculated based on audience size and social engagement

Engagements

0 3





## Kennebec Journal and Morning Sentinel

Features news from the Kennebec Journal of Augusta, Maine and Morning Sentinel of Waterville, Maine. Serves... 68

Domain Authority

Provided by

MOZ

**728K** 

**Unique Visits** 

Gov.'s Awards: Kennebec
Journal and Morning
Sentinel

February 02, 2022 • ONLINE

centralmaine.com/2022/02/volunteer-...

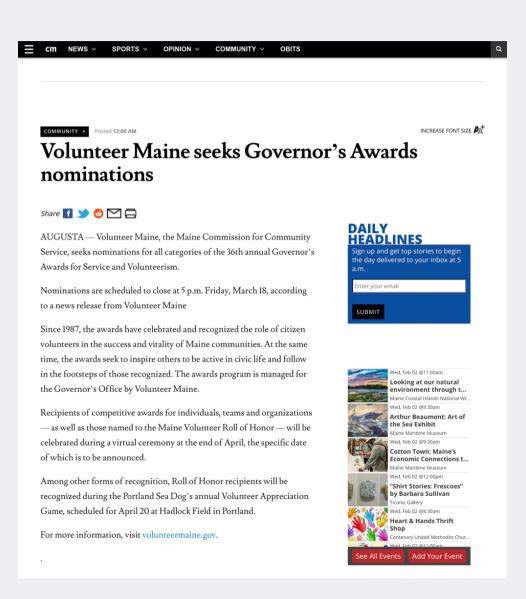
**Estimated Views** 

4.95K <sup>⊗</sup>

Estimated views calculated based on audience size and social engagement

Engagements

20



Kennebec Journal/Morning Sentinel · Wednesday, February 2, 2022

#### COMMUNITY

#### **B5**

#### BRIEFS

#### Students to present 'Mamma Mia!'

Gardiner Area High School Visual and Performing Arts Department plans to stage a production of the Broadway musical "Mamma Mia!" at 7 p.m. Thursday through Saturday at the high school's theater at 40 West Hill Road.

Tickets cost \$10 for adults and \$5 for students and senior citizens.

For tickets or more information, email gardinermusical@gmail.com.

#### Governor's Awards nominations sought

AUGUSTA - Volunteer Maine, the Maine Commission for Community Service, seeks nominations for all categories of the 36th annual Governor's Awards for Service and Volunteerism.

Nominations are sched uled to close at 5 p.m. Friday, March 18, according to a news release from Volunteer Maine

Recipients of competitive awards for individuals. teams and organizations as well as those named to the Maine Volunteer Roll of Honor — will be celebrated during a virtual ceremony at the end of April, the specific date of which is to be announced.

For more information, visit volunteermaine.gov.

## Mount Vernon's February Frolix to return

lix is due to return Mount Vernon. hold because of the pandemic, the bags. but new ones have been added. the Mt. Vernon Age Friendly Com-

The committee looks to delivthrough Sunday.

Beside puzzle books and some link. locally developed puzzles, the Many outdoor activities are also are Feb. 10, 17 and 24; bags will include some treats. planned, including three different

according to a news release from before COVID, as well as a new books for residents. one developed by the Vienna YouTube starting Thursday, Feb. 4. asked to register in advance. er puzzle bags to local seniors, The videos will change weekly on weather permitting, Wednesday Friday; visit the Dr. Shaw Memo-

After taking a one-year hiatus Information about the snowman snowshoe events, a sledding par-community center. Snow dates are because of COVID, February Fro-slide show, which will feature ty and a skating party. Along with Feb. 10, 17 and 24; snowman arts and crafts created the skating party. Manchester Many previous activities are on by local residents, also will be in artist Helene Farrar will read the Feb. 20, town beach next to com-Videos of local skits from years which she illustrated. She will sign 27; and

> Woods Players, will be available on Space is limited, so people are 344 Pond Road. Snow date is Feb. Schedule of events:

> rial Library Facebook page for the 22, meet at 10 a.m. at the commu-Facebook page and on posters nity center, 2 Main St. Snow dates around Mount Vernon and Vienna.

chair voga — 9 a.m. Feb. 19, brary at 207-293-2565.

 skating/book reading — 1 p.m. children's book "The Deer Man," munity center. Snow date is Feb.

· sledding party - 2 p.m. Feb. 22, Chair yoga also will be offered. Leighton's field behind library at 24

More information can be found Snowshoeing — Feb. 8, 15 and on the Dr. Shaw Memorial Library For more information, call the li-

#### HISTORICAL SOCIETY GETS DONATION



#### THURSDAY **EVENTS**

AUGUSTA

The Upper Room Clothes Closet, Green Street United Methodist Church, 13 Green St., facebook.com, 207-622-0843, spattershall@gmail. com, 10 a.m.-2 p.m.

GARDINER Gardiner Food Bank/ Chrysalis Place, serving the communities of Chelsea, Farmingdale, Gardiner, Pittston, Randolph and West Gardiner, no voucher is need ed from the town office, 576

5507, 1-3 p.m. Oldies but Goodies, Life Community Church, 46 Church St., 207-629-4185. 9:30 a.m.-1:30 p.m.

Brunswick Ave., 207-582-

Call for Gov.'s awards nominations: Kennebec Journal/Morning Sentinel...



38 Domain Authority

Provided by

MOZ

19.8K

Unique Visits



observer-me.com/2022/01/22/news/volu...

January 22, 2022 • ONLINE

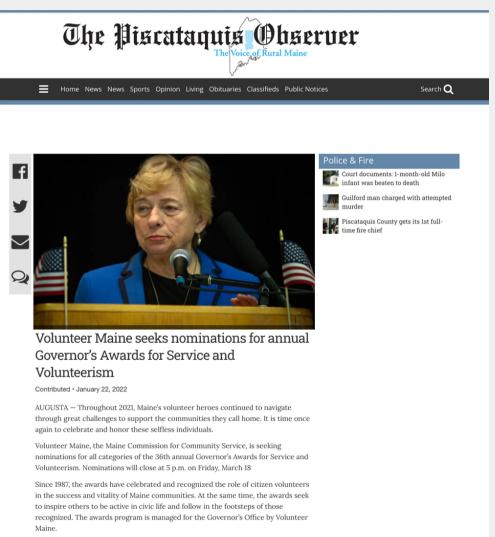
**Estimated Views** 

3.4K <sup>©</sup>

Estimated views calculated based on audience size and social engagement

Engagements

0





#### **Maine Archives and Museums**



January 25, 2022 • FACEBOOK

# Gov's awards advocacy Facebook post by Maine Archives and Museums

facebook.com/MaineArchivesAndMuseu...

Engagements





#### **VolunteerPro**

Professional level online resources and training for volunteer coordinators. See how we can help you solve yo...

#### 36

Domain Authority

Provided by



#### 11.4K

Unique Visits



January 04, 2022 • ⊕ ONLINE

volpro.net/member-spotlight-how-to-adv...

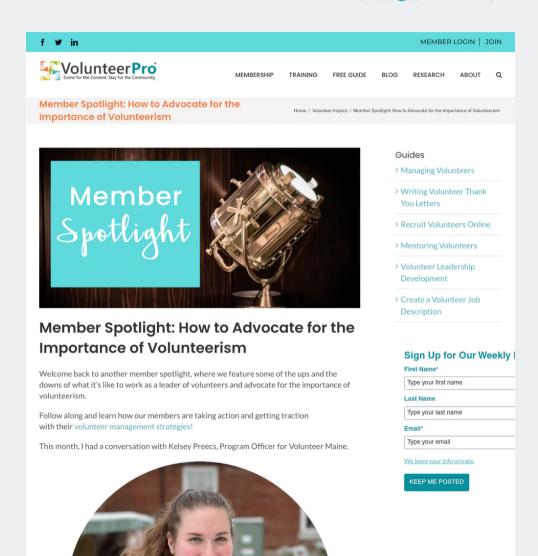
**Estimated Views** 

1.37K <sup>⊗</sup>

Estimated views calculated based on audience size and social engagement

Engagements

90



#### **Twitter Moment**

A Twitter Moment is, essentially, a scrapbook of tweets.



#### Image unavailable

There isn't an image for this piece of coverage

January 27, 2022 • 57 TWITTER

# @AmeriCorps: Twitter Moment

twitter.com/i/events/14860389601324195...

Engagements

N/A



#### volunteermaine.gov

35 Domain Authority Provided by

325 **Unique Visits** 

MOZ

I SERVED.

Monday, Jan. 17, 2022



AmeriCorps service snapshots: MLK Day of Service 2022 in Maine

Author: Bryan Roche, communications officer, and contributors

Since 1995, the annual observance of Dr. Martin Luther King, Jr.'s birthday has been a National Day of Service. Promoted as "A Day 'On' not A Day Off," it is an important time for Mainers and all Americans to take action in response to life's most persistent and urgent question: "What are you doing for others?"

This year, AmeriCorps members and volunteers throughout Maine set out to continue this long-running tradition of providing service to others while honoring Dr. King's legacy.

Read on to learn about some of the MLK Day of Service projects hosted in Maine. For more information on AmeriCorps programs in Maine, please visit the AmeriCorps page of our website -- access here.

Please check back for updates, including additional project recaps and photos!

#### **AmeriCorps Nine-to-Ninety Five**

The AmeriCorps Nine-to-Ninety Five team chose to begin an ongoing project that exemplifies the concern Dr. King evidenced for all marginalized

In honor of MLK Day, members began developing a senior-oriented newsletter. The newsletter will include recent news from the Van Burren, Maine community, flashbacks of town history, interviews with seniors at community sites, service opportunities, and a way for community members to submit their own content and opinion pieces.

#MLKDay

The newsletter will be written in both English and French. It will be distributed at locations frequented by the senior community, such as the Borderview and LaPlante Heights housing complexes in Fort Fairfield and Van Buren, respectively.

The AmeriCorps program envisions opportunities to collaborate with a translator, nursing home activity coordinators, senior housing directors, the Meals on Wheels coordinator, the town manager and the food pantry director, among others.

AmeriCorps Nine-to-Ninety Five is sponsored by the Town of Van Buren, Maine and the Van Buren Resiliency Project,

Information courtesy of David Cote, Director of the Van Buren Resiliency Project

#### **AmeriCorps Resilience Corps**

The AmeriCorps Resilience Corps, sponsored by the Greater Portland Council of Governments, chose to collaborate with Maine Needs for this year's

January 21, 2022 • ONLINE



### **MLK Day AmeriCorps** service highlights

volunteermaine.gov/media/news/mlk-dav...

**Estimated Views** 

45 <sup>©</sup>

Estimated views calculated based on audience size and social engagement

Engagements



#### volunteermaine

385

Volunteer Maine, Maine's Service Commission: A stronger Maine through volunteerism. Maine's @AmeriCorps partner and #ServiceEnterprise Hub. Links:

Followers

January 21, 2022 • (iii) INSTAGRAM



## **Volunteer Maine Instagram** post: MLK Day

instagram.com/p/CZAXt9kMePc/

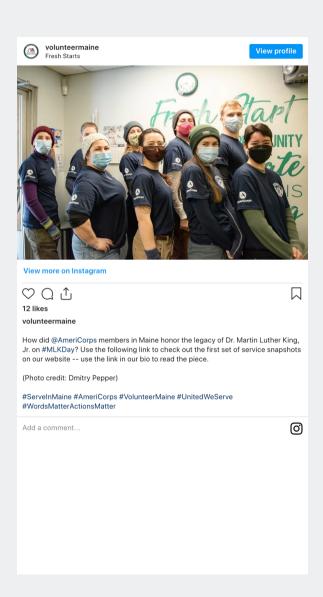
**Estimated Views** 

98 🕙

Estimated views calculated based on audience size and social engagement

Engagements

12 <sup>©</sup>

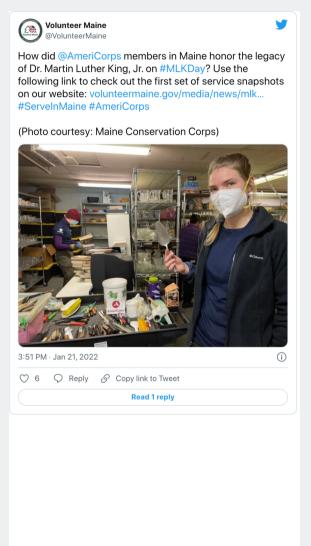




#### **VolunteerMaine**

**1.55K**Followers

Volunteer Maine, the State Service Commission. Maine's partner for @AmeriCorps. Maine's #ServiceEnterprise training hub. #VolunteerMaine #ServeInMaine



TWITTER

# Volunteer Maine Tweet: MLK Day

twitter.com/volunteermaine/status/14845...

Estimated Views

3.59K <sup>⊗</sup>

Estimated views calculated based on audience size and social engagement

Engagements

8 🕙



#### **Volunteer Maine**

3.96K Followers



## **Volunteer Maine Facebook: MLK Day**

facebook.com/VolunteerMaine/posts/301...

**Estimated Views** 

197 <sup>©</sup>

Estimated views of this post on Facebook

Engagements

**6**  $\odot$ 

Total number of social engagements



How did AmeriCorps members in Maine honor the legacy of Dr. Martin Luther King, Jr. on Martin Luther King Jr. Day of Service? Use the following link to check out the first set of service snapshots on our website:

https://volunteermaine.gov/media/news/mlk-day-22-americorps

(Photo courtesy: Maine Conservation Corps)

i 5 ■ Comment 🖈 1



#### **Maine Conservation Corps**

3.59K Followers



## **Maine Conservation Corps** Facebook post: MLK Day

facebook.com/maineconservationcorps/p...

**Estimated Views** 

179 <sup>©</sup>

Estimated views of this post on Facebook

Engagements

29 <sup>©</sup>

