

Social Media Strategy

Envision
2026 WEX



Shift Happens Volunteers
January 2026

SHIFT HAPPENS VOLUNTEERS

Shift Happens leads work exchange programs for live events around the world. We take a people-centric approach that builds community and produces results that far exceed your expectations for what a work exchange program can be.

MISSION

Empower people to co-create epic-experiences.

AUDIENCE

Festival-goers, live-event enthusiasts, & backpackers looking for BTS access, community-driven experiences, and alternative ways to attend festivals.

ENVISION FESTIVAL 2026

Seven day music & arts festival centered around multi-day music and arts festival centered on sustainability, wellness, & community.



The Opportunity

Shift Happens relies on social media to recruit volunteers and build excitement ahead of its partner festivals. With Envision Festival 3 months out, the goal was to evaluate current performance and develop a strategy to increase engagement and volunteer applications.

Objectives

- Increase program awareness
- Drive applications [90% full January]
- Build excitement and clarity around the experience



STARTING WITH



261 posts
5,997 followers
540 following

Co-creating magical experiences one festival at a time
linktr.ee/shifthappensvolunteers

Professional dashboard

85.7K views in the last 30 days.

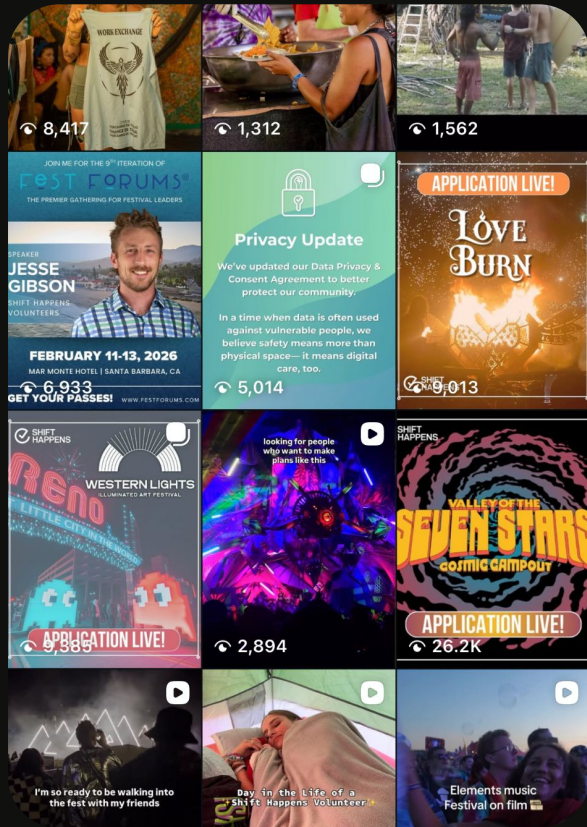
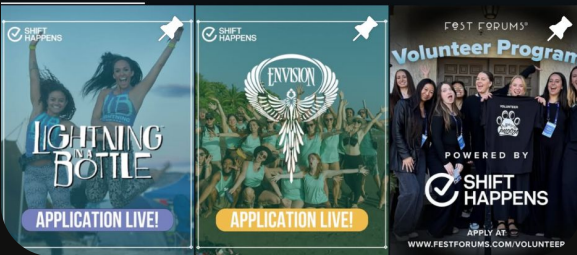
Edit profile

Share profile

Email



Events DH Volunteer M... Shabang Element.



Followers Non-Followers

By top content

See all



Nov 22 Sep 19 Oct 14 Dec 4

Audience

Audience demographics are not available for this time period. Please select the last 7 or 30 days period.

Profile activity

vs Jun 11 - Sep 8

6,547
+27.7%

Brand Guide

#5fb458

#c6bd0



#Icon Logo

#000000

#38938b



Full Logo

Montserrat Bold

Open sans



Moodboard

Strategy

Feed Post Monday

AWARENESS & CONSIDERATION
Lean into logistics and benefits.

Audience is in catchup & planning mode after the weekend.

Feed posts live longer than stories, the soft CTA is seen all week.

Reels Wednesdays

CONSIDERATION & DESIRE
Human moments and testimonial quotes/captions.

Mid week slump, emotional content performs better, people scroll longer

Stories Friday & Saturday

ACTION & CONVERSION
Urgency & Simplicity.
"Takes 2 minutes"
"Spots filling quickly"

Audience is in less structured mindset, more spontaneous.

FOMO works better on weekends.

Weekly
Cadence→

December

AWARENESS

Warm up & planting the seed

Introduction to Envision

Introduce WEX

Soft CTAs

January

CONVERSION

Urgent and feels real

Push CTA & Applications

Goal to fill program EOM

February

CONFIDENCE & HYPE

Reduce buyers remorse

Build Hype & excitement

Create social momentum before the event

Turns Volunteers into advocates

← Overall
Campaign
Arc

TOP PERFORMING CONTENT: DECEMBER

Overall Best →



envisionfestival The energy of Envision is built by humans like you — hands in the dirt, showing up with heart, growing this community from the inside out. 🌱

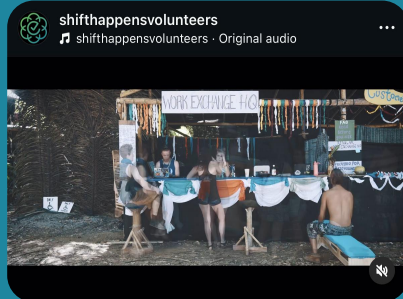
Join the Work Exchange program and be part of the team that brings the magic to life — in exchange for a discounted 7-day pass, meal vouchers, and an impactful festival experience ✨

✅ All roles + details available through [@shifthappenvolunteers](#)

Application link in bio

Collaboration Carousel

17,155 accounts reached
308 Interactions



shifthappenvolunteers Meet Jesse, our Volunteer Coordinator! You'll see him at Volunteer HQ during shift check-ins and around the festival supporting the crew.

✅ Interested in joining the HQ crew? Follow the link in our bio for details & the application 🏃‍♂️ hurry! the team fills fast!

📹 Video by [@jaawolf](#)

Team Highlight Reel

1,902 accounts reached
159 interactions



shifthappenvolunteers A week to reconnect & return back to our roots 🌍🌱🙏

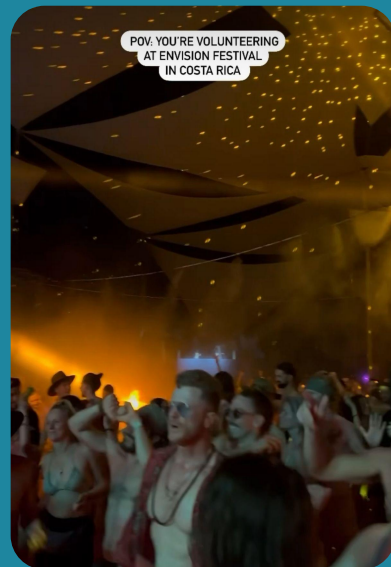
Yoga, meditation, wellness workshops, & a conscious community - surrounded by the jungle & sea.

Join the community behind the festival 🌱🌿 Apply to the Envision Festival work exchange program, linked in our bio.

📸 Photos by [@amysticartist](#) [@faolan](#)
[@philosopher_in_chief](#) [@itsemeliesabel](#)

In Feed Carousel

1,238 accounts reached
161 Interactions
4.5k views
85 profile activity



POV: YOU'RE VOLUNTEERING
AT ENVISION FESTIVAL
IN COSTA RICA

Arrive solo, leave with a tribe 🌱

Backpackers. Digital nomads. Festival lovers — this one's for you!!

Join our Work Exchange program and trade a few hours of work for a 7-day pass to Envision Festival, meals, and a built-in community of like-minded humans 🌱

🇸🇬 More details in the application! 🙌 Comment "Pura Vida" to have it DM'd to you instantly or follow the link in our bio 🔗

Montage Reel

1,474 accounts reached
134 interactions
1 Profile Activity

WHAT DIDN'T WORK & PIVOTS: DECEMBER

Only one photo, Horizontal
→ Vertical Carousels

*Surprising considering "no fee"
promo & story repost for visibility

High production, Horizontal,
Reel w no Hook
→ Lower production, UGC
style, Vertical

Low performing reel
reposted, no other
commentary
→ Hook / Engagement
Sticker

*Stories overall underperforming

Repost of Envision
Schedules, App link
→ Hook / engagement
sticker, multiple slides

*Stories overall underperforming



shifthappensvolunteers Start the year right - Apply to the Envision Work Exchange Program with NO APPLICATION FEE for the next 24 hrs! Our New Year's gift to you 🎁

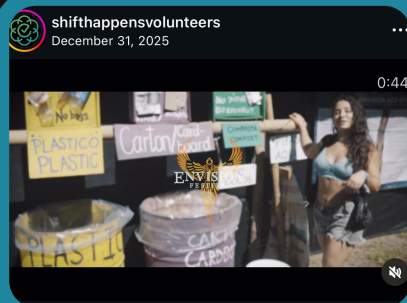
✔ Application linked in our bio & on the shift happens website

Static Feed Post

2,098 Views

900 accounts reach

41 interactions



Envision 🌱

Our ECO Team helps us leave a light footprint on the jungle we call home each year.

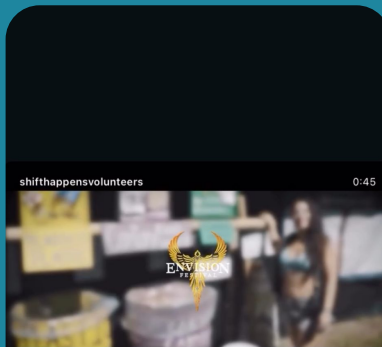
🌱 If you're interested in joining one of our sustainability-focused crews, check out the roles in our bio or comment "ECO" and we'll send you more details 🤝

Team Highlight Reel

1,073 Views

651 accounts reached

23 interactions



🔗 APPLY FOR ECO 🌱

Story (Reel Repost)

1,179 Views

150 accounts reached

3 interactions

Workshop schedules are out!



@envisionfestival

🔗 Apply Now!

Story (Envision Feed Repost)

213 Views

163 accounts reached

0 interactions

INDUSTRY INSPO

[Carousel feed posts w music]



cascade_equinox

🎵 unk Street The Floozie

Follow

Calling all volunteers 🙌

We are still accepting applications for our Work Exchange Program, or WEX 🛠️

This is your chance to get your foot in the door and gain some first hand experience working behind the scenes at a music festival. Share your skills and help us build the dream 💪

If this sounds right up your alley, we'd love to have you join our incredible team this year. You can apply on our website under the "Get Involved" tab for a little while longer, so get on it while you still can. 🐭

Got a question regarding the program? Shoot us an email at info@cascadeequinox.com with the subject WEX and we'll get right back 🌟

+ Hook
+ Longer caption w benefits
+ CTA



252



7



7



7



woodfordiavolunteers_hq 🍷 Greenfeast needs YOU! 🌿

Fuel the festival from sunrise coffees to evening refuels ✨

We're calling in legends to support the organisers & performers at the Greenfeast Café:



Baristas & Cashiers wanted



Shifts between 5am – 8pm | 26 Dec – 2 Jan



Barista experience required



Kitchen experience preferred



Food Safety Certificate needed (free + online!)

Apply now! 🎵 🌱

woodfordfolkfestival.com/volunteer

+ Hook
+ Bulleted info
+ CTA



sedonayogafestival

🎵 in, Hozier · Northern Attit

Follow

One week left to become an Angel! 🧚

Have you applied for work exchange at Sedona Yoga Festival 2025? If so, please confirm your spot by March 31st. Angels are the heart of this event—quietly holding the edges so others can dive deep. We see you, and we are so grateful.

#SedonaYogaFestival #SYF2025 #YogaCommunity...

+ Hook
+ encourage engagement from those that have already applied

highvibefest The countdown is ON... early bird passes drop TOMORROW!

💖 Wishing all our High Vibe Fam a joyful, magical start to the new year ✨

📷 @lunas_lens

#consciousmusic #highvibemusic
#transformationalfestival #electronicmusic #festival

*Last minute & filling final spots *

Moving Forward...

- Carousel posts (6–8 slides)
- Trending / fest related audio
- Wellness & spiritual content
- People / Individual focused photos



REELS



1. Family Camp Highlight

Calling all big kids at heart!

Family Camp is where imagination runs wild — crafts, games, storytelling, and colorful moments. If you love working with little ones, this is your place. ✨

Learn more about Family Camp volunteer roles in the link in our bio.

#FamilyFestival #Envision2026
#FestivalWEX #WEX



2. Media Team Highlight

This #WorkExchangeWednesday we're highlighting the talented Media & Marketing Team 📷

Capture the magic of @EnvisionFestival through photo, video, and storytelling that brings the experience to life.

👉 Want in? Apply through the link in our bio

#FestivalMedia #MediaPass
#Envision2026 #EventMarketing
#WEX



3. Crew Catering Highlight

Fuel the crew! 🍌🔥

We're looking for extra hands in the kitchen to help keep the Envision Festival team energized.

Applications are still open — snag a spot on crew catering another hospitality team through the link in our bio 📌

#EventCatering #Envision2026

#FestivalWEX #WEX

#FestivalCatering



4. Festival Bestie Reel

Team assignments are out! Can't wait to meet our new festival besties 🐜🐜

#FestFam #FestivalVolunteer

#WEX



WHEN YOUR NEW
FESTIVAL BESTIE IS ON
YOUR WORK TEAM 🐜

POSTS



1. Sunshine “How to” Reel

Sending in your Envision WEX application takes just 10 minutes!

[🔗](#) Follow the link in our bio or comment comment “crew” for the application link

#WEX #Envision2026
#festivalvolunteer #CostaRica
#FestivalWorkExchange



2. Mid Event Roles Carousel

✨ Want a volunteer role at Envision that's social, interactive, and rooted in guest connection? These mid-event positions help welcome attendees, guide festival flow, and create meaningful moments throughout the Envision experience.

Perfect for warm, friendly personalities who love community, communication, and supporting others!

✨ Apply now for mid-event Envision roles [🔗 link in bio](#)

✨ Tag a friend who should volunteer with you

*Headliner's music as audio

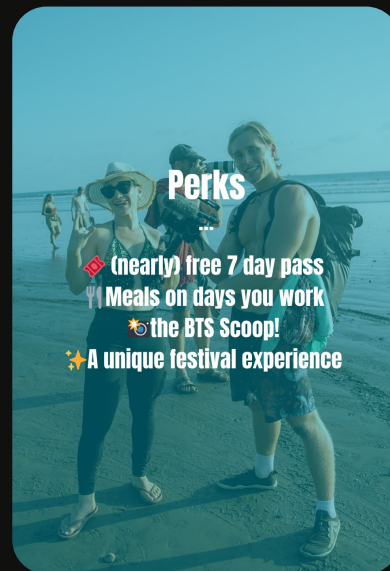


3. BTS Roles Carousel

Curious about what happens behind the scenes at Envision? 🎥

This is your chance to get your foot in the door and gain some first hand experience working behind the scenes at a music festival. Share your skills and help us build the dream 💪

👤 If you have experience in production, marketing, media or any of the listed teams, we would love for you to join us in the jungle 🌴 🕒 Visit the link in our bio or comment "BTS" and we'll send you the app



4. Last Minute Applications

🔥 The volunteer program is almost full! This is the last week to become an Envisionary 🔥

Submit your last minute applications as soon as possible & Confirm your spot though the invite email.

If you have a question regarding the program shoot us a DM 📩 We can't wait to see you in Costa Rica 🇸🇨

*Headliner's music as audio



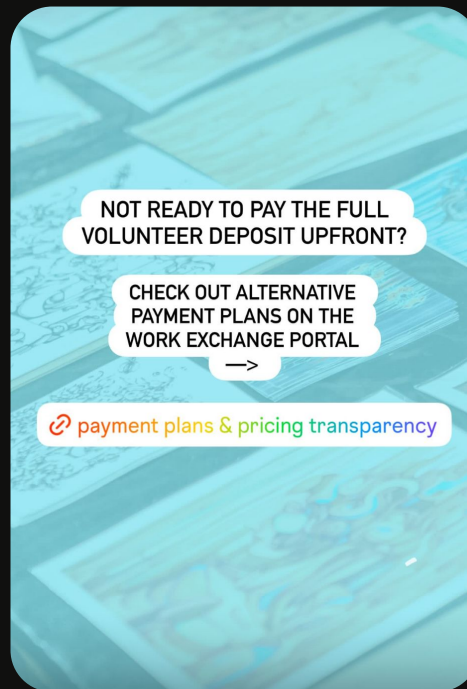
STORIES



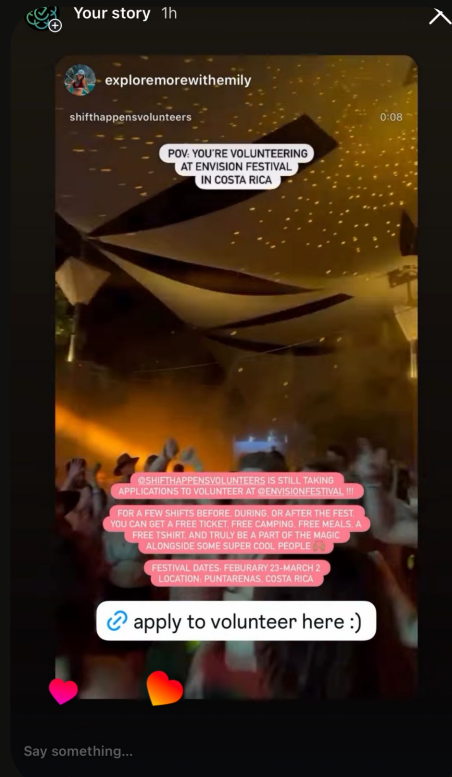
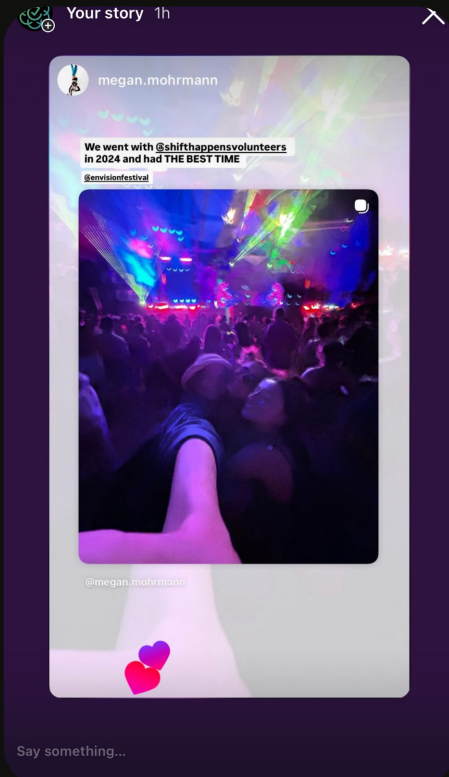
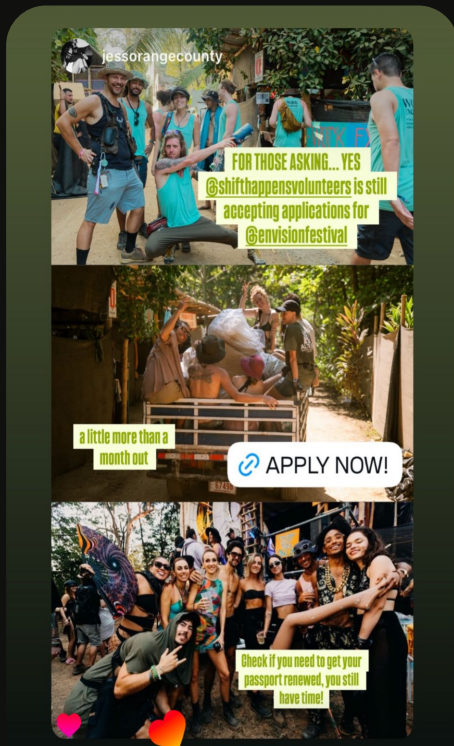
1. Countdown to Envision



1. Payment Plans



2. Repost Attendee's stories



3. Pre, Mid, Post Event Teams (Throughout the month)

Your story 15m

IF YOU'RE WONDERING WHAT ENVISION ROLES ARE BEST FOR YOU...

YOU CAN WORK
PRE EVENT, DURING, OR STAY AFTER THE FEST

Say something...

Your story 15m

Ivy Lab · Daily Star >

IF YOU'RE SHORT ON TIME, MID EVENT ROLES ARE PERFECT FOR YOU!

Envision Mid-Event Roles
Support · Guide · Welcome · Connect

@shifthappensvolunteers

Say something...

Your story 15m

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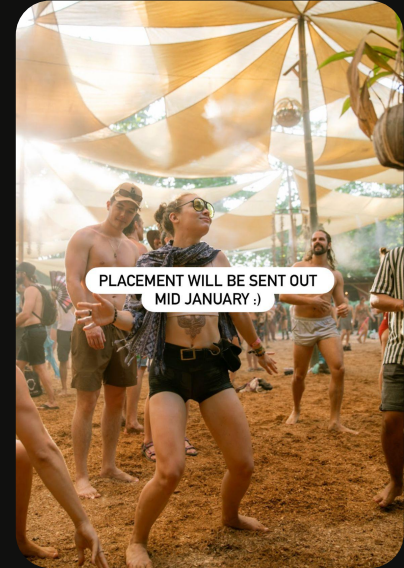
Say something...

4. Hook & CTA

THERE'S A RUMOR GOING AROUND

THE RUMOR IS TRUE

THE ENVISION WORK EXCHANGE PROGRAM
IS INDEED 85% FULL



PLACEMENT WILL BE SENT OUT
MID JANUARY :)

5. Confirm your placement

Have you applied to the Envision WEX?

If so, please confirm your spot by xxxx.

Envisionaries are the heart of the event, we're so excited to see you in the jungle



In the Market

SUCCESS METRICS

Engagement rate

Shares & Saves

Impressions & views

Applications Submitted

Invites Confirmed