An Introduction to Social Media & Social Networking for Family-Governed & Youth-Led Organizations

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Welcome
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Social Media & Social Networking

- Social media and social networking tools enable organizations to reach a wide array of people in a short amount of time.

- These tools can help your organization strengthen and build relationships with children, youth, families, supporters and donors.
Social Media & Social Networking

1. Social Media vs Social Networking
2. Why do I need to use them?
3. Examples of popular tools
Social Media vs. Social Networking

- Although many people use the terms Social Media and Social Networking interchangeably, there is a distinction between the two terms.

- Social Media is a strategy and an outlet for broadcasting, whereas Social Networking is a tool and a utility for connecting with others.

- The real difference is in the features and functions put into these websites by their creators which dictates the way they are to be used.

aka@obilon, thoughts from lon s. cohen, writer & artist
Social Media vs. Social Networking

- Social Media and Social Networking are different.

- Social Media includes sites and tools that allow your business to be seen. Social Networking is how you engage in the various social media communities.

- For example, you'd call Facebook or Twitter Social Media sites, but posting on Facebook, or tweeting on Twitter, are examples of Social Networking.

Social Media vs. Social Networking

- Social Media sites are interactive.

- One way to tell that you're on a Social Media site vs. say a static site is that you get the opportunity to interact with the site.

- For example, a news site (or regular media) generally gives you information to absorb, but a social media site gives you both information and a chance to participate.

Social Media vs. Social Networking

- Social networking is more the HOW of social media.

- Social networking is *how* you connect, interact or engage with others on a social media site.

- For example, this could be posting on another organization‘s wall on Facebook or making new connections on a professional social media site like LinkedIn.

Ok, But How Does All Of This Help My Organization?

Social Media and Social Networking are important, cost-effective ways to share your organization’s knowledge with a large network of people in a short amount of time.

**Benefits:**
- They enable you to distribute information quickly.
- They let you connect directly with people and other organizations, and lets them see who’s connected with you, thereby expanding your reach and helping you raise awareness for your cause.
Why Should We Use It?

- Build awareness of your cause.
- Lobby for legislative action.
- Connect with supporters.
- Collaborate with similar organizations.
- Promote events.
- Raise funds.
- Call for volunteers.
- Display research articles.

- Share resources to help strengthen services within the community.
- Involve (and support) your community partners by “Liking”, “Following”, and “Pinning” their events and shared information to your own social media platforms.
Common Social Media & Social Networking Tools

Some of the more popular tools used include: Facebook, Twitter, Pinterest, YouTube, tumblr, LinkedIn -- and that’s just a few of them!

The tools that you decide to use will purely depend on your organization’s social media goals.

An Estimated 71 Million Americans Check Their Social Network Several Times per Day

% Who Use Social Networking Websites/Services “Several Times per Day”

<table>
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<tr>
<th>Year</th>
<th>% Use</th>
<th>Approx. Users</th>
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<tbody>
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<td>5%</td>
<td>12 Million</td>
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<td>2009</td>
<td>7%</td>
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<td>22%</td>
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<tr>
<td>2013</td>
<td>27%</td>
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Examples
In October 2012, Facebook exceeded 1 billion users making it the world’s largest social network.

People post status updates, and various other content (photos, events, etc.) to help spread current topics, trends and information.

Information is grouped through the Timeline feature, which creates a streamlined process of seeing what has been posted. Users can re-share information, which helps organizations get their information out to a wider audience.

Facebook is greatly intertwined with other social media platforms allowing for a complete social media outreach experience and increased exposure of content.

Demographics of Facebook include young adults between the ages of 13 – 25, as well as a growing demographic of older adults over the age of 60, with a steady flow of users across all age groups.

The Average Facebook user has 130 friends and is connected to 80 pages.*

* Social Media Examiner
Our Facebook page is family-focused, friendly and informative.

Our Audience: professionals, families, youth and community members.

Our Goal: to serve our audiences’ needs and wants (i.e. events, articles, job openings, focus groups, pictures, calls to action, community partner activities, etc.)
Twitter is a free microblogging service with over 500 million total users, and more than **200 million active users.**

Users send out 140-character bursts of information called “tweets” (i.e. short messages as status updates). These messages serve to give updates on trending topics, culture, resources, websites, etc.

Users can include links to other content in their tweets, and broadcasts can be public or private.

Information is grouped and displayed through the use of hashtags #.

Twitter is popular amongst young professionals and adults (25 - 34), although there is a growing number of young adults using the service.

Twitter is one of the top three social media websites currently in use by a majority of America.

* Digital Marketing Ramblings
On Twitter, we strive to be “thought leaders” for children's mental health issues

**Our Audience:** parents, youth, media, local community organizations, hospitals & mental health experts.

**Hashtags:** #kids, #mentalhealth, and/or a hashtag that refers to the issue discussed (i.e. #anxiety, #parenting, #depression, etc.).
To streamline our social media efforts, we use Hootsuite.

**Hootsuite** is a social media management tool that allows us to:

- schedule content in advance;
- when applicable, we can populate our Facebook page with the same information that we post on Twitter;
- see “streams” – i.e. everything on one page (wall posts, tweets, etc.).
With **over 48.7 million users**, Pinterest helps people collect and organize the things they love. Pinterest helps people discover things in a simple, visual way.

Users create “boards” and populate them with “pins”. A pin could be a gift, a recipe, a blog post, or even a quote. Boards are how people collect and organize their pins. People can also *follow* boards whose pins they like.

People on Pinterest are connected by shared interests—their passions, hobbies, tastes and values. As an organization, you can provide inspiration for these interests by pinning in a personal authentic way.

**Demographics:** About 60% of pinners are in their mid-20s to mid-40s.* About 25% of Pinterest users have college degree or higher degree.** About 70% of US pinners have household income of $25,000-$74,999

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* Source: Experian Hitwise for 12 week rolling average ending December 17, 2011; ** Source: comScore). ***edif
Our Pinterest account is being used to support our Children’s Mental Health Awareness Day event titled “Healthy Minds, Healthy Bodies”.

Our Audience: parents, youth, other children’s organizations, school employees (teachers, guidance counselors).

Our Goal: to provide a visual platform to help drive sustainability; increase exposure; and raise awareness about children’s mental health concerns.
Tumblr is a microblogging and social networking platform that enables users to post multimedia and other content to a short-form blog.

Users can follow other users' blogs, as well as make their own blogs private. As of April 2013, **Tumblr has over 102 million blogs**.

Tumblr has gained tremendous popularity among 18-34 year old range due to it’s ability to lets users share anything, effortlessly.

Users can post text, photos, quotes, links, music, and videos from their browser, phone, desktop, email or wherever they happen to be. Tumblr also enables users to customize everything, including colors and themes.

Demographics: 18-34 year olds are hooked on Tumblr, with the average visitor spending 1.5 hours per month on the site. Tumblr has soared into the list of the 10 most popular websites. (Forbes)
Our youth requested our presence on tumblr and now the members of our youth group, RiseUP!, are responsible for publishing content, under the supervision of our Youth Engagement Specialist.

**Our Audience:** youth, young adult professionals

**Our Goal:** to engage and collaborate with our youth; to provide them with a visual means of expression; and to raise awareness about children’s mental health concerns.
YouTube now has **more than a billion unique users every single month** making it the leading video sharing platform on the internet.

YouTube provides a forum for people to connect, inform, and inspire others across the globe, by discovering, watching and sharing originally-created videos.

Users are able to upload videos and tag them much like you would with other social media platforms.

Users can subscribe to channels to receive periodic updates of videos when they are released.

YouTube is a great way for individuals and communities to utilize their visual presence to get their message across and obtain potential funding/partnerships.

YouTube now has a specific channel just for Non-profits.
Our **YouTube** account is in the works. We created our 1st Photo Show in 2012 to help support our Children’s Mental Health Awareness Day activities.

**Our Audience:** new partners, community members.

**Our Goal:** to build new partnerships & strengthen existing relationships; to help drive sustainability; to increase exposure to our organization; and to raise awareness about children’s mental health concerns.
Websites are a great way for you to bring all of your social media aspects together.

They can be your bridge among all of your platforms and can serve as a way for you to link back to your brand and organization.

Material and content can be gathered from your website for social media platforms or vice versa.

Most modern websites are built using content management systems which allows for organizations to utilize youth and families to help develop materials favorable to potential funders and other collaborating organizations.

Building a website can be the most challenging and time consuming part of your communications outreach, but it’s doable and the rewards for sustainability are tremendous.
Nassau County Family Support System of Care (NC-FSS) is charged with strengthening the family organization, Long Island Families Together (LIFT).

The Social Marketing team identified that by improving, expanding & strengthening the social media outreach of LIFT, it would increase the family organization’s exposure and thereby increase the exposure for the SOC.

NC-FSS & LIFT are linked because the family organization highlights the SOC whenever appropriate on their web site, and pertinent social media platforms, like Twitter and Facebook.
Our Website is an important go-to resource for the many people in our communities. To make our website manageable & current, we use a content management system. This enables us to update & modify information on our own & helps us maintain a professional image to our website visitors.

Our Audiences: families, community members, partners, professionals

Our Goals: to provide quality content to our audiences; to make sure our website supports our sustainability goals.
Social media tags can be incredibly helpful in letting your audiences know that you’re publishing and sharing content to different social media platforms.

Just like it’s important to know who your audience is for each of these social media platforms, it’s just as important to know where you should advertise which platforms you’re on.

Advertise your social media platforms on all of your printed materials, as appropriate, so that the recipient can easily find and reference your social media platforms at a later date. i.e. LIFT4KIDS

Remember: Don’t try to be everything to everyone.
Printed Materials, Emails, Flyers, etc.

We have added all of our social media platform tags, as well as our website link, to all of our brochures, flyers and email correspondence, where appropriate.

Our Goals: to ensure maximum exposure of all of our social media efforts; to make sure that people are aware of our work and know where to find us, in case anyone wants to partner.
6 Things To Keep In Mind

1. THINK BEFORE YOU POST
2. USE SOCIAL NETWORKS STRATEGICALLY
3. EXPERIMENT & ANALYZE
4. INVITE THE PUBLIC IN
5. ENGAGE YOUTH
6. FOCUS ON IMPACT
Lesson 1: Think before you post.

- Social media & social networking tools enable you to respond to situations & breaking news items quickly.
  - i.e. school shootings, new mental health policies, etc.

- But, you must always be conscious of the message you’re about to convey.
  - Your actions will contribute to the visibility, and reputation, of your organization.

- Strive to be a “thought leader” and focus the public’s attention on your cause.
Lesson 2: Use social networks strategically.

- Social media is all about networking.

- Be personable & be professional.
  - Remember, you are what you post, tweet, and/or pin.

- Work together to build a national dialogue that draws urgency to the needs of children and families.
Lesson 3: Experiment and analyze.

- There are 100s of social networking sites to choose from, but not every one is going to work for your cause.
  - Facebook, Twitter, Pinterest, YouTube, Tumblr, etc.

- Think about your goals first and create a social media plan.

- Then experiment, analyze, get rid of what doesn’t work, and focus on what does.
Lesson 4: Invite the public in.

- Engage in conversation with your followers.
  - It may seem nerve-wracking, but when done properly, it results in innovative ideas, great dialogue and improvement in the services you offer.

- Provide a space to have important discussions that get people excited about being involved and taking action.

- Track all interactions and respond appropriately.
Lesson 5: Engage Youth.

- Young people have been the most active users.
  - They have been the trend setters and are the experts in social media and social networking sites.

- Engaging youth will help you develop new ideas and utilize social media more effectively.
  - Youth = the next generation of leaders.

- Adding younger staff to your organization will ensure that your organization will continue for years to come.
Lesson 6: Focus on impact.

- Focus on what works, not on what’s trendy at the moment.
  - When you post on Facebook, are your posts being shared? Do people comment?
  - When you tweet, do people retweet your tweets?
  - Are people pinning your pins?

- Track the impact of your social networking activities and don’t be afraid to get rid of whatever doesn’t work.
Tips To Using Social Media Effectively

1. MAINTAIN YOUR VOICE.
2. CREATE A CONSISTENT POSTING SCHEDULE.
3. ENGAGE YOUR VISITORS.
4. LIKE, FOLLOW & RE-PIN OTHERS.
5. PROTECT YOURSELF.
Maintain Your Voice.

- Have a consistent voice and make sure that the content you post supports your overall mission.

- Your voice should resonate with your audience in a way that shows you’re a “thought leader” within your field.

- More than anything it should show that you understand your audience and can connect with them.

- Be sure to include key words that are unique to your cause within your posts as well.
Create A Consistent Posting Schedule.

- Commit the time to keep your social media and social networking platforms updated. Set aside a few minutes each day to research posts, tweets, pins, etc.

- A content management tool, like Hootsuite or Tweetdeck, is a very valuable time saving tool.
  - You can load tweets/posts/etc as you find them and schedule them weeks in advance!

- By maintaining a consistent schedule, your followers will know what to expect from you.
Engage Your Visitors.

- Be Visual! The more you post/tweet photos and videos, the better. Most people are visual.
  - Studies have shown that posts/tweets with photos, links to photo albums, or a video generate more engagement than the average post.

- Invite communication from your audiences. Ask questions to spark conversation and activity on your Page.

- Listen to what others are saying about your organization, respond graciously, and encourage transparency.
Like, Follow, & Re-pin Others

- Social media and social networking tools are an interactive playground; everyone wants their content shared, viewed, liked, tweeted, pinned, etc.

- If you want to draw more attention to your cause, you need to play nicely with others.
  - Research other organizations that compliment your cause and share their content.

- This will help build and foster new relationships.
Protect Yourself.

- Add a disclaimer policy on your applicable social media platform pages.
  - i.e. LIFT’s disclaimer states:
    - Comments, photos or postings which are harmful to another, invasive of another’s privacy, unlawful, threatening, abusive, harassing, vulgar, obscene, or otherwise objectionable are not permitted, and such content will be taken down. LIFT may, but is not obligated to, review or monitor content posted by others to this page, and LIFT is not responsible for any such content.

- Have more than one administrator for your Pages.
  - Protect your organization by making sure that you have at least two staff as Admins. If a staff person or volunteer leaves, and there isn't a second person named as Admin, then you have essentially lost access to your Pages and your followers.
Questions?

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