



Leveraging Social Media for SCA Programs

March 25, 2021



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Housekeeping

- All participants are muted and video turned off.
- Turn captions on/off using the “Live Transcript” button.
- Please use the “Chat” function for technical questions.
- Please use the “Q&A” function if you want to ask the presenter a question.
- At the end of the presentation, there will be a very short survey.



Today's Panelists



Emma Dayton, is a senior digital strategist at the Center for Court Innovation. She has worked for nearly 10 years in nonprofit communications, building data-driven strategies and cross-platform digital experiences to increase awareness and engagement for nonprofits and their partners. Dayton has managed campaigns like #WorldReadAloudDay and #InspiringWomenPBS with brands such as PBS, Major League Baseball, and Scholastic.



Nathaniel Aranda is the Director of Development at Pathfinders who has successfully raised more than \$18,000,000. He found his passion for nonprofit work early-on while studying at Texas Wesleyan University. In his role, Nathaniel oversees the Fundraising and Marketing efforts for Pathfinders. Nathaniel is passionate about creating equitable opportunities for the poor, the vulnerable and the voiceless.



What Can Social Media Do for You?

What is social media?

The channels: Facebook, Twitter, Instagram
LinkedIn, YouTube, Pinterest
Snapchat, TikTok, Tumblr, Reddit
Messenger, WhatsApp, QQ, etc.

Leveraging accounts:

- Your program, your partners, your supporters, your own



Why is social media important?

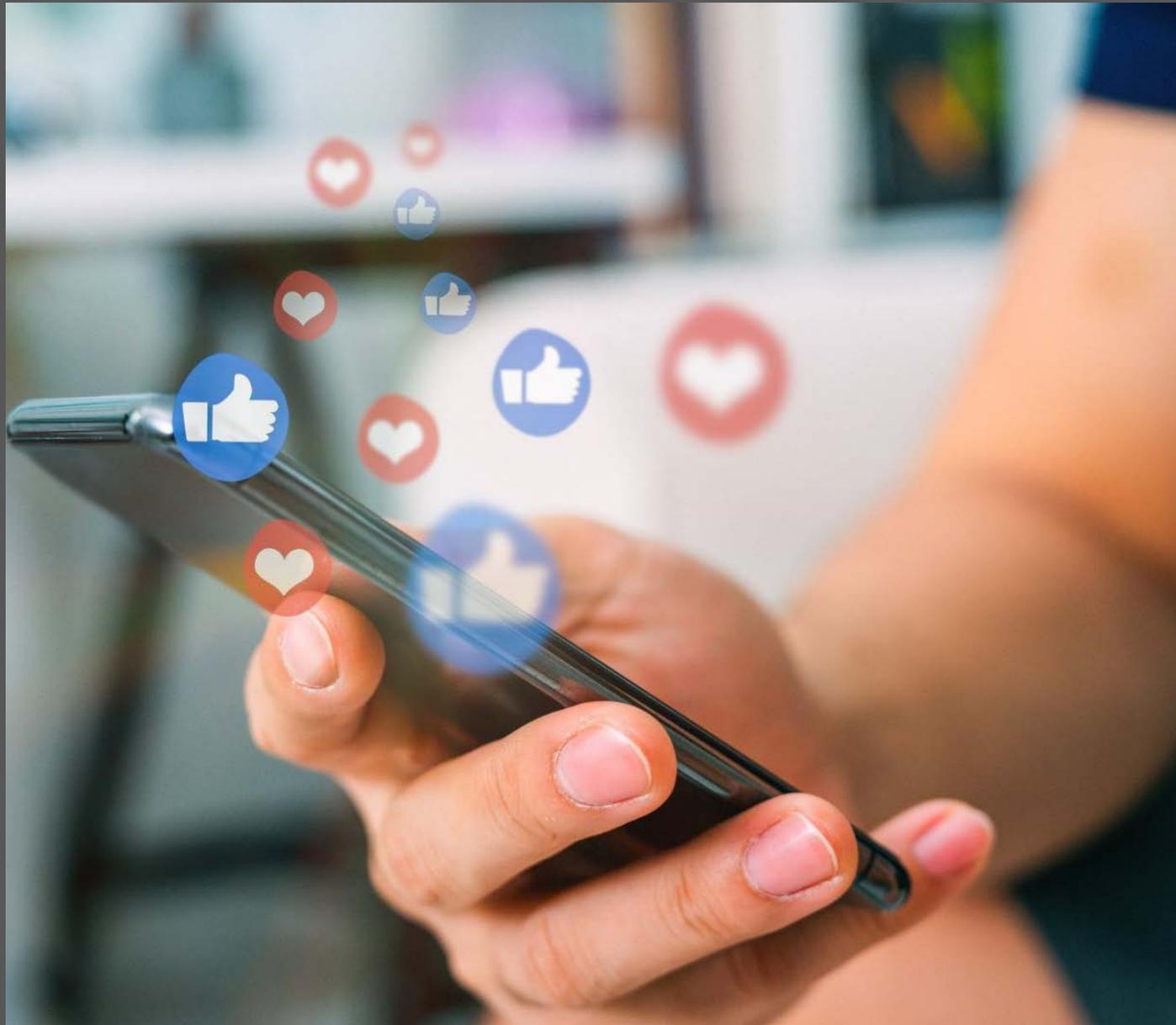
- Expand your reach and spread the word about your program.
- A way to share information and tell your story.
- Connect with and grow your network of supporters (not just donors).
- Be a thought leader.



What social media is not

- A one-way, broadcasting tool
- A catch-all
- An afterthought
- Free





**Is social media
right for you?**

Consider your audience

Who do you want to reach? Are you reaching them? Age, interests, professions, location.

Follow ups:

- Research similar organizations and see who follows them/what they post. How do they engage?
- How does your audience communicate? (young person vs. policymaker)





How to choose a platform

Facebook

- Biggest platform; 70% of US adults, ages 35+ are engaged
- Purpose of Facebook? “Connect with friends and family.”
- Algorithm loves video
- Very robust targeting tools for advertising

Twitter

- Average lifespan of a tweet is 20 min
- Good for sharing new ideas, news, stats, bite-sized information, “hashtag holidays”
- Certain topics really thrive on Twitter, but can be niche

Instagram

- Ages 18-34 are highly engaged
- Audience ready to engage -- especially via stories, IGTV, Reels
- Think intentionally about creating engaging content. How to bring people in? Ask a question, tell a story, grab people’s attention.

Best Practices

Post regularly. Long breaks can hurt your reach. Set a realistic goal, and stick to it (1x/day or 1x/week).

Engage with your followers, partner organizations, donors, funders, supporters.

Like their posts; comment, share (they'll do the same!)

Leverage your content (example on next slide)

Be visible in your community!





An Example

Content across various channels

Instagram + Twitter

Youth Justice Board

ALL EYES ON US



courtinnovation • Follow



courtinnovation Police and schools use #socialmedia for surveillance of young people. Researched and written by #NYC teens, our @YouthJusticeBoard report outlines the serious consequences #surveillance has on young people, identifies opportunities to protect, educate, and support youth, and provides specific policy recommendations for New York City agencies. Link in bio.

#youth #surveillance #accountability #police #youthleadership #youthleaders #justicereform

14w



Liked by emmaveepe and 27 others

JULY 2

Add a comment...

Post



Center for Court Innovation
@courtinnovation

After two years looking at digital surveillance used by schools and the justice system, @YouthJusticeNYC put together 5 tips to protect your (or your child's) digital privacy in remote learning environments.

#backtoschool



5 Ways to Protect Your Digital Identity when Learning Remotely
Learn five tips for online privacy and to protect your digital identity when learning remotely.

courtinnovation.org

9:29 AM · Oct 8, 2020 · Twitter Web App

How to Plan

You do a ton of stuff! Programs, events, awareness, on the ground work, sharing articles

Look ahead. What months do you have events or fundraising scheduled?

What days/holidays do you observe?

Tip: Create a “Hashtag Holiday” spreadsheet



How to Plan

Carve time out for writing captions, scheduling posts, and engaging.

A calendar helps you plan for each social network to customize posts instead of spamming all platforms with the same message. And to avoid scrambling.

Schedule it! Use Hootsuite, Tweetdeck, or Twitter to schedule Twitter. Schedule Facebook via FB itself.



How to Plan: Free Tools

ANNUAL APPEAL 2020 OCTOBER

- Twitter
- Facebook
- Instagram
- LinkedIn

4	5	6	7	8	9	10
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Email Send - COVID	Twitter: link to Announcement	IG: Graphic/Photo slideshow		
11	12	13	14	15	16	17
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			Twitter graphic			

Ideas for posts with suggested dates

March - women's history month

- ☐ Mon Mar 8 - WHM Courtney video
- ☐ Mon Mar 8 - 6th post with bars - bail/covid stats?
- ☐ Tues Mar 9 - BHM quote - grandmaster flash and Courtney IG announcement
- ☐ Tues Mar 9 - beatmaking
- ☐ Wed Mar 10 - video UPNEXT/Jordan?
- ☐ Thu Mar 11 - Upstate housing
- ☐ Fri Mar 12 - red post - RHCJC Columbia housing summary
- ☐ Fri Mar 12 - 6th post with bars -
- ☐ Tues Mar 16 - Youth Impact: Bronx spotlight
- ☐ Wed Mar 17 - video CJ2020?
- ☐ Wed Mar 17 - red post - WHM Dolores Huerta
- ☐ Thu Mar 18 - WHM - CJ2020?
- ☐ Thu Mar 18 -
- ☐ Fri Mar 19 - 6th post with bars -
- ☐ Mon Mar 22 - red post - WHM Wilma Mankiller
- ☐ Wed Mar 24 - WHM - video annual report?



RESOURCES / LINKS

- Program's Social Media Tracker
- Email Marketing Calendar
- + Add another card

IDEAS

- Highlight racial justice podcast episodes
- + Add another card

IN PROGRESS

- + Add a card

FOR REVIEW

- + Add a card

DONE

- + Add a card

Mobilizing Partners

What partners did you work with that would share news, a story, or campaign?

Make it as easy as possible for them and create a toolkit with language + graphics for you and partners to pull from.

Don't be afraid to ask!

Double check handles and hashtags.





Measuring your social media use and impact

What to measure?

Track weekly or monthly #’s - decide what’s important to your team

Followers. Engagement rate. Impressions. Website visits.

- analytics.twitter.com
- Facebook Insights
- Instagram Insights

Track top-performing content.





AI Analytics Tracker



Share

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fx

	A	B	C	D	E	F	G	H	I	J
1	January February March April May June July August September									
2	Page Likes									
3	Post Reach									
4	Story Reach									
5	Post Engagement									
6										
7										
8	Top Content	URL	Post topic (few k	Post type (link, p	Reach	Engagement				
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Is Social Media Right for Your SCA Program?

Family Pathfinders of Tarrant County

Is Social Media the Right Choice for your SCA Program?

- Staff Time
 - Small nonprofit with 17 staff
 - One dedicated Development/Marketing staff
 - Balancing Development & Marketing duties
- Agency Resources
 - Leveraging boosted/sponsored post to further social reach
 - Encouraging staff to share posts = further organic reach

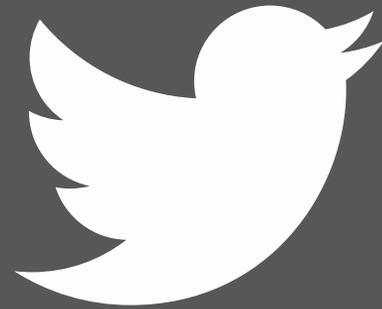




Role of Agency Leadership

- Agency Policy Review
 - Important to ensure that your agency has a social media policy.
 - Regardless of position, staff must remember they are an ambassador to the agency while using social media.
 - Ensure social media posts reflect the agency mission and commitment to the community.
- Monthly Strategy
 - Annual social media strategy drives monthly calendar.
 - You don't need to spend a lot of money or time on social media in order to be effective in sharing your program's impact.
 - Be thoughtful of your posts and how you are integrating your SCA posts with your larger social media strategy.

Pathfinders Social Platforms



We're social!

Find us on

Facebook

Twitter

Instagram

@Pathfinderstc

Pathfinders Social Media Strategy



- Create annual social media plan
- 2-3 posts per week
 - SCA posts are part of Pathfinders larger social media strategy
- Engage in local and national events such as:
 - America Saves Week
 - Black History Month
 - National Mentor Month
 - National Reentry Week
 - National Volunteer Week

Pathfinders Social Media Strategy Cont.



- Staying on brand
 - Stick with a similar color palate and style.
 - Free websites like Canva can help.
 - Use photos that represent those you serve.
 - Review content for grammar and spelling.
- Storytelling is key
 - Quarterly client impact stories
- Don't use content just once
 - Adapt your content to use across multiple platforms such as website, annual reports, e-newsletters and agency collateral.

Integrating Social Media with Fundraising Plan

- Social media is effective in:
 - Creating fundraising appeals
 - Recruiting volunteers
 - Stewarding donors

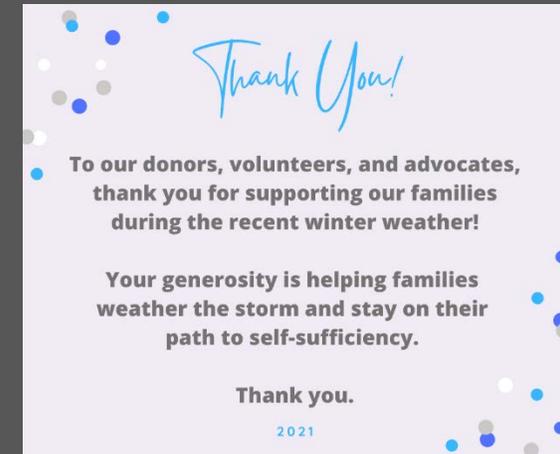


12 Gifts in 12 Months

PATHFINDERS

Your monthly gift will change lives!

This graphic features a blue background with a grid of 12 small photos showing diverse families and individuals. The Pathfinder logo is in the bottom left, and the text 'Your monthly gift will change lives!' is in the bottom right.



Thank You!

To our donors, volunteers, and advocates, thank you for supporting our families during the recent winter weather!

Your generosity is helping families weather the storm and stay on their path to self-sufficiency.

Thank you.

2021

This graphic has a white background with blue and grey decorative dots. It features a 'Thank You!' message in a blue script font, followed by a bold black message of appreciation for donors and volunteers. It ends with 'Thank you.' and the year '2021'.



PATHFINDERS

CHANGE A LIFE. VOLUNTEER TODAY.

"WE RISE BY LIFTING OTHERS."
ROBERT INGERSOLL

FOR MORE INFORMATION:
NATHANIEL.ARANDA@PATHFINDERSTC.ORG

This graphic shows a group of people in white t-shirts with 'VOLUNTEER' written on them, with their hands clasped together in a circle. The Pathfinder logo is in the top center. A white box contains the text 'CHANGE A LIFE. VOLUNTEER TODAY.' Below it is a quote by Robert Ingersoll. At the bottom, contact information is provided.



YOUR GIFT TO PATHFINDERS WILL TRANSFORM LIVES!

 \$25.00 Provides one budget box for individuals learning how to become self-sufficient.	 \$50.00 Helps provide emergency relief for a single mother at risk of becoming homeless.	 \$100.00 Helps provide employment services for veterans who are unemployed.	 \$500.00 Provides financial coaching for families struggling to lift themselves out of poverty.
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PATHFINDERSTC.ORG/DONATE

This graphic has a blue background. At the top, it says 'YOUR GIFT TO PATHFINDERS WILL TRANSFORM LIVES!'. Below this are four columns, each with a circular icon representing a different demographic, a donation amount, and a brief description of the impact. At the bottom, there are four icons representing a briefcase, a house, a calendar, and a dollar sign, followed by the website URL 'PATHFINDERSTC.ORG/DONATE'.



Questions?

Please enter all questions in the Q&A box.