

# Social Media Management

Megan Tanahashi (she/her), Communications Coordinator  
Michelle Huey (she/her), Communications Coordinator



# Overview

- What does your social media look like now?
- Big picture
- How do we get there?
- Tips and tricks



# The current state of your organization's social media



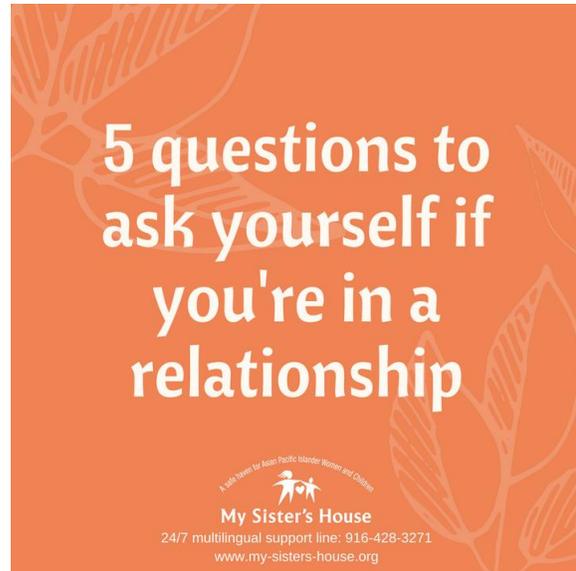
# Big picture

- What is the purpose of your organization having social media accounts?
- Who is your audience?
- What do you want them to know?



# Your personal social media feed

What catches your eye?



What kinds of accounts do you follow? Why?



# Let's put it together...

- What would the ideal DV social media page look like?

## Who you are

- Welcoming, warm, friendly, inclusive
- Hopeful, inspiring
- Connected with the community
- Trustworthy
- Relevant
- Knowledgeable

## What you do

- What services you provide
- Educate the community



# How do we get there?

- What kinds of posts would get you to that ideal social media page?



Informative posts

*You're upset over nothing again.*

*You're imagining things.*

*It's all in your head.*

*You're overreacting.*

*I didn't say that.*

*You're just (tired, grumpy...).*

**Gaslighting sounds like...**

My Sister's House  
Call us if you're experiencing abuse: 916-428-3271  
www.my-sisters-house.org

**Depp v. Heard**

**3 important points social media isn't talking about**

- Domestic violence is about power and control.
- Domestic violence is a public health crisis. We can and must prevent it.
- Survivors deserve to be taken seriously and receive support.

Actions to take

**BANS OFF OUR BODIES**

Follow and support reproductive justice organizations.

Affirmational posts

**DON'T SET YOURSELF ON FIRE TO KEEP SOMEONE ELSE WARM.**

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www.my-sisters-house.org

**YOU OWE YOURSELF SAFETY MORE THAN YOU OWE SOMEONE THE BENEFIT OF THE DOUBT**

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Success stories

**VAWA REAUTHORIZATION SIGNED INTO LAW!**

# 70/20/10 rule

- 70% things that add value
- 20% other things
- 10% promotional



**What prevents domestic violence before it can ever start?**

- Law enforcement
- Restraining orders
- Well-funded prevention programs building healthier communities



ca\_partnership

ca\_partnership Law enforcement and restraining orders come after domestic violence has already occurred in a relationship.

Primary prevention stops domestic violence from ever happening in a relationship. It means:

- ♥ having partners who have healthy relationship skills
- ♥ communities where healthy relationships are the norm
- ♥ and a society where people thrive

Preventionists across California are doing this important work, but these are long-term changes which need

View insights

Like Comment Share Bookmark

Liked by jenerationj and 146 others

DECEMBER 28, 2021

Add a comment... Post



**TAKE ACTION!**

“ I would encourage folks to reach out to your legislators and support the budget ask of \$15 million for ongoing prevention funding—and I really want to stress ongoing. ”

—Miranda Stiers, Prevention Manager



ca\_partnership

ca\_partnership Take action! Use our two-minute email tool to urge the Governor & California legislators to include \$15 million in ongoing funding to prevent sexual and domestic violence— link in bio! Governor Newsom & the Legislature will finalize the state budget next week.

As our colleague Miranda Stiers stated in their recent @fox40news interview, "It takes time to plant those seeds, to really see those conversations continue and to build those leaders in the community—and one-time funding can make that challenging." Let's call for ONGOING investments

View insights

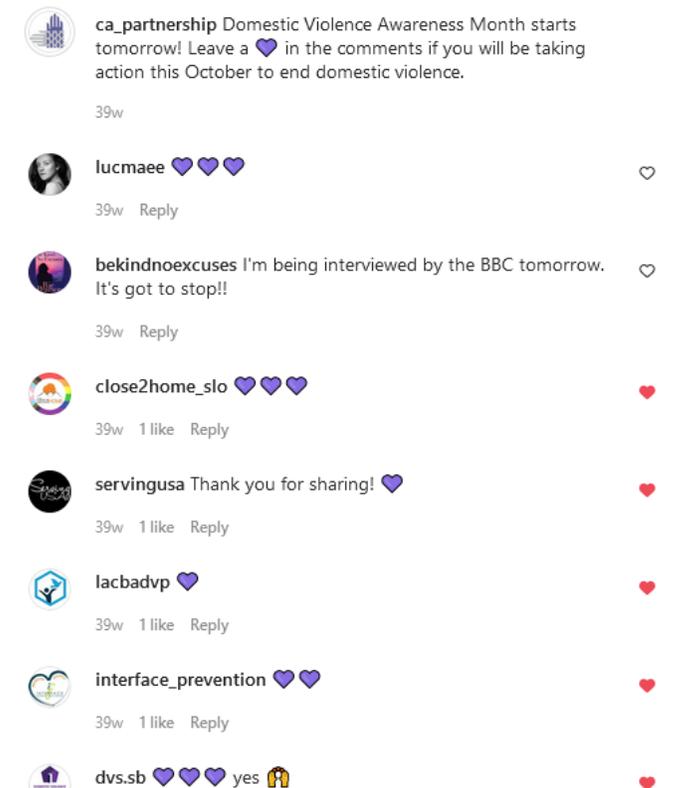
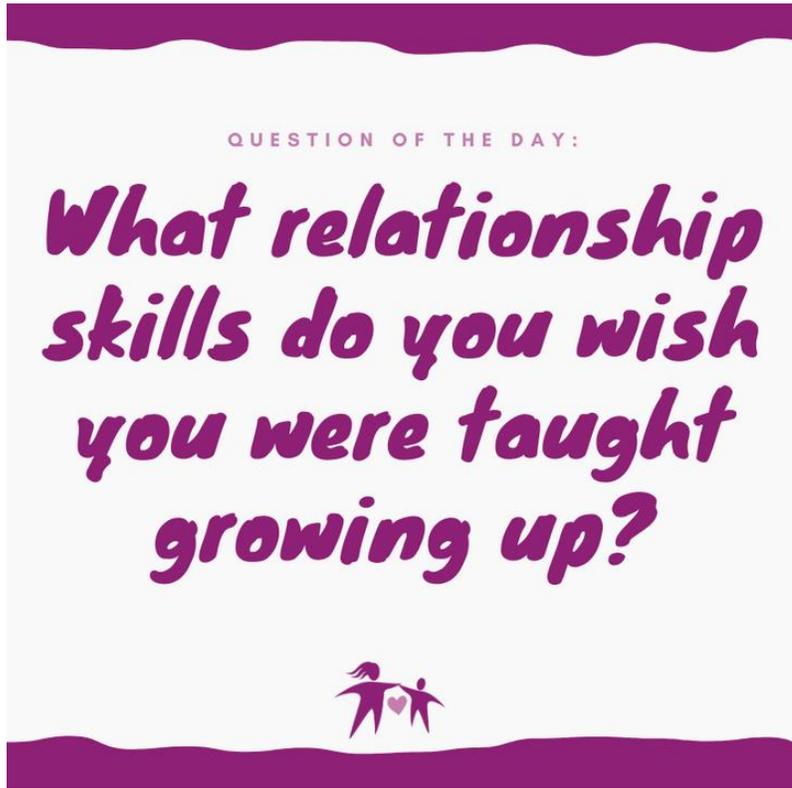
Like Comment Share Bookmark

Liked by \_valorus and 37 others

MAY 31

Add a comment... Post

# Engage your audience



# 2 questions I always ask myself

1. How do I reach my audience?
2. What do I want them to know?



# You only have a few seconds

- How do I capture their attention (aka. How to I reach my audience?)
- Once their attention is captured, what do I want them to know?

5 questions to  
ask yourself if  
you're in a  
relationship

A safe haven for Asian Pacific Islander Women and Children  
  
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[www.my-sisters-house.org](http://www.my-sisters-house.org)

## Depp v. Heard

3 important points social  
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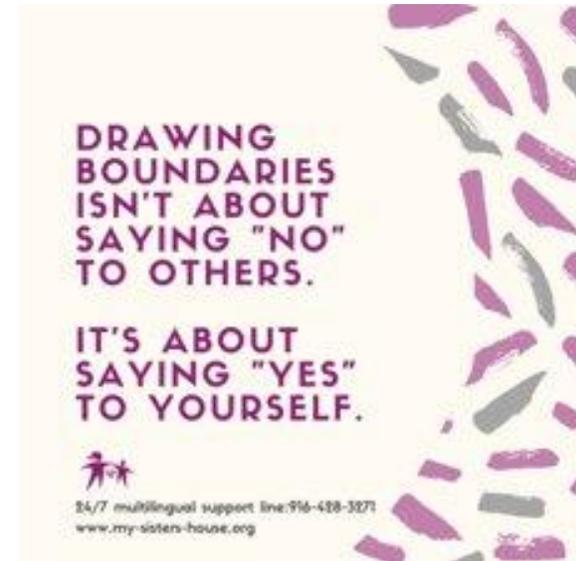
# The nitty gritty

- Platforms
  - Facebook, instagram, twitter, tiktok
  - Accounts with engaging posts get bumped to the top
- 3 types of hashtags
  1. Locations
  2. Community
  3. Topic



California Partnership to End Domestic Vi... @cpedvcoali... · Apr 14 ...

.@CAGovernor @PhilTing @NancySkinnerCA @AsmGarcia @SenMariaEDurazo, Californians are looking to leaders like you to address gender-based violence. When you support our ongoing \$15m #CABudget proposal, you fund prevention across CA w/ 100 local programs. [bit.ly/3xervLH](https://bit.ly/3xervLH)



# Messaging

- **Consistent**
- **Audience Focused**
- **Brief**
- **Ear-Ready**



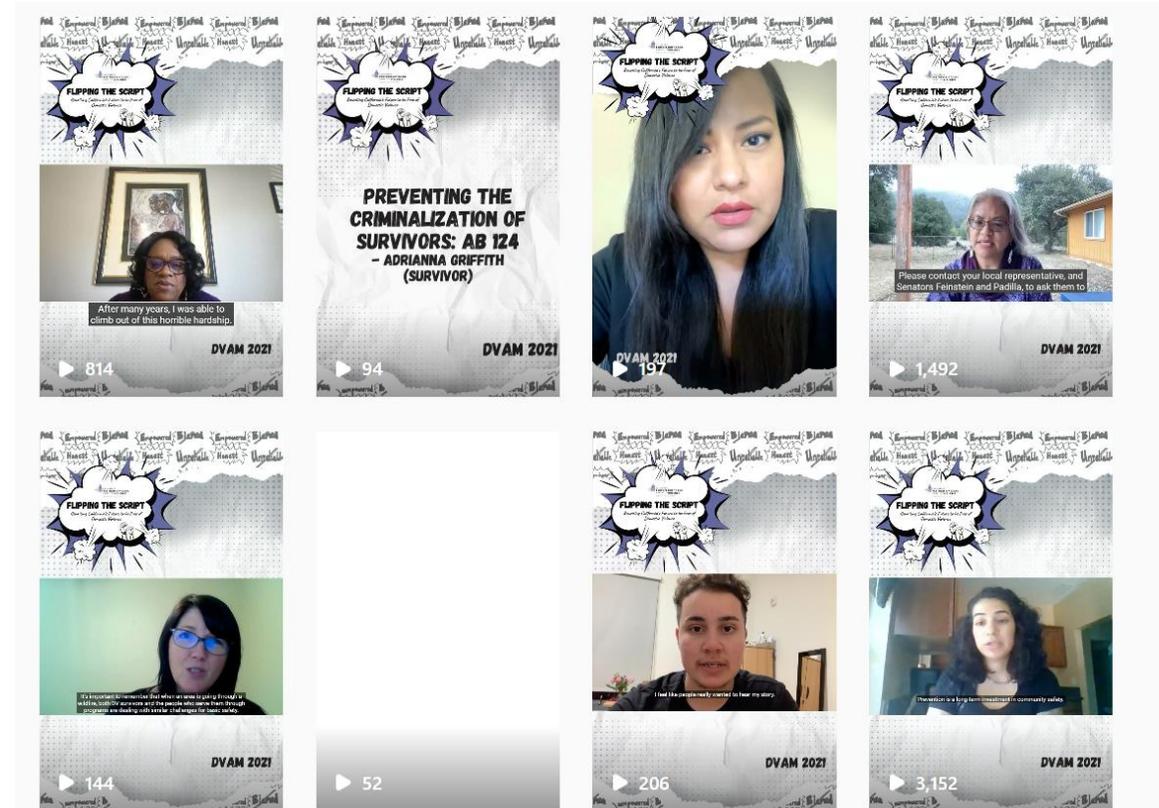
# The Messenger

- The messenger matters as much as the message
- There is no such thing as a one-size-fits-all messenger
- How someone says something sometimes matters more than what they say
- Building relationships offline and amplifying partners



# Case Study: Effective Collaboration

- VideoAsk Tool
- Budget at beginning of year to pay people as contributors
- Have rapport throughout the year — not just when you need something



# Case Study: Building Relationships

- Outreach to organization's closest to community
- Ask to amplify their voices
- Keep building bridges



**BLACK WOMEN REVOLT**  
AGAINST DOMESTIC VIOLENCE

**Black Women Revolt Against Domestic Violence**  
*Official Statement on the Death of Synciere Williams*

Black Women Revolt Against Domestic Violence mourns the loss of the 7-month-old, Synciere Williams. Synciere's short life is not only a tragedy, but it is a reflection of the City and County of San Francisco's disinterest and constant avoidance of **Black Women Victimization**s. The alleged suspect was arrested multiple times leading up to the death of Synciere. While the facts of this case are unknown, what we do know is a 7-month-old **Black Child** is dead.

ca\_partnership This week, the tragic death of Synciere Williams — a 7-month old Black child — went hardly noticed across social media. His life deserves to be honored. At this time, we are centering the voices of those who are most affected. We urge you to read this statement from Black Women Revolt Against Domestic Violence and follow the lead of Black activists as they seek justice for Synciere. Black Women Revolt Against Domestic Violence will be hosting a virtual Town Hall – date TBA. They ask that you watch their Black Women Revolt Video to learn more about their organization and how you can support them. (Link in bio)

Edited · 61w

itbqueenmom This is awesome and warranted! I can't wait for this important topic ❤️

61w · 1 like · Reply

Liked by empower\_yolo and 43 others

MAY 1, 2021

Add a comment... Post



# Time saving tips

- Use content that's already created
- Intentional about who is involved
- Bulk approvals
- Calendar

#preventionworks

Without education on healthy relationships, youth learn through:

- Movies and TV shows
- Online porn
- Risky experimentation
- Word on the street
- Unsafe or abusive experiences

**VALOR**  
CALIFORNIA  
A ValorUS PROGRAM

CALIFORNIA  
PARTNERSHIP TO END  
DOMESTIC VIOLENCE  
Together, We're Stronger.

PEOPLE WHO ARE  
TRUSTWORTHY  
RESPECT YOUR  
BOUNDARIES, EVEN  
IF THEY DON'T  
UNDERSTAND  
THEM.

TAKEN FROM [IMPACTBOSTON.ORG](https://www.impactboston.org)

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# Dos

- Switch up terms
- Educate audience
- Use simple words and sentences
- Look through your content with multiple lenses
- "People who cause harm" instead of "abusers"
- Safety first
- Be inclusive

## DATING RED FLAG

"I've always had a thing  
for Asians"



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# Don'ts

- Extreme examples
- Jargon. Ex. DV, SA, IPV
- Cursive, complicated words
- Savior complex
- Plead
- When naming barriers, name the BARRIER not the cause of the barrier. Race isn't the problem, discrimination and white supremacy are the problem.



# How can the Partnership support your work?

- What tools could the Partnership provide to you that would be helpful with your communications work?



# Questions?

- If you need assistance, the communications team can provide technical assistance. Contact Jessica at [jessica@cpedv.org](mailto:jessica@cpedv.org)

