Prevention Webinar: Using Social Media to Change the Narrative

Effectively Engaging Your Audiences with Infographics, Videos & Chats

June 20, 2017 | 10:30am – 12:00pm
Introductions

Jessica Merrill
Communications & Development Manager
California Partnership to End Domestic Violence

Micah Zimmermaker
Prevention and Education Policy Specialist
California Partnership to End Domestic Violence
Please note, this webinar is being recorded.
Building Community Support for School Policies: Our Webinar Lineup

1. Interpersonal Communication: Speaking with School Board Members
   - Meet with one school official

2. Community Engagement & Coalition Building: Generating Broad Support
   - Meet with one community group

3. Traditional Media, Part 1: Pitching Stories & Writing Press Releases
   - Pitch a story idea or write a press release

4. Traditional Media, Part 2: Writing Letters to the Editor & Op-Eds
   - Write a letter to the editor or an op-ed

5. Social Media: Effectively Engaging Your Audiences with Infographics, Videos & Chats
   - Create one infographic /host a chat
Recap of Our Previous Webinar

- Leading with strategy
- Piggybacking – breaking news
- Editorials, op-eds, letters to the editor
- Preparing with story elements
Last Month’s Homework

Write a letter to the editor or an op-ed:

• Did you write one?

• What was the writing process like? Did you use the brown bag lunch strategy?

• Did it get picked up?
Message Themes

Students can’t learn if they’re hurting or don’t feel safe.

Schools have a responsibility to give students the skills they need to succeed in the classroom and in life.

Healthy relationships are the foundation for a strong and healthy community.

Together we can prevent teen dating violence.
Strategically Determining Your Audiences on Facebook

• #DYK? Facebook only shares posts organically with 1%-10% of your page followers.

• Facebook: Real life friendships

• Facebook reach: 1.3 billion monthly active users vs. Twitter’s 288 million monthly active users*

• Budgeting for Facebook ads

• The wonders of targeting
  • Parents, educators

*Adespresso by Hootsuite: https://adespresso.com/academy/blog/twitter-ads-vs-facebook-ads-the-metrics-you-need-to-see/
Strategically Determining Your Audiences on Facebook

- Business Manager: claiming an existing Facebook page
- Drive traffic to your website
- Location
  - **Demographics**
    - Employer
    - Job title
    - Industry
- Interests
Facebook as an Organizing Tool - Parents are valuable messengers!

- School Board Meetings
- Letters to the Editor
- Donors
Across Platforms:

- Post videos natively
- Tag key stakeholders, especially school district pages & accounts
- Use hashtags
- Create clear, compelling calls to action
- Celebrate successes, and boost them on Facebook.
- Determine and track goals for engagement & impressions
Facebook Live

- Super powerful mechanism for driving engagement
- Advertise your Facebook Live video 2-3 times the day before and day of
- Invite viewers to like your page during the livestream
- Ask questions of the audience throughout
- Boost your video--$20-$50
Twitter – Staying Up-To-The-Minute

- Breaking news – short, simple, impactful
- You can Tweet frequently without annoying your followers
- Retweet influencers, journalists, elected officials, and funders
- Quote retweet
Using Images

- Tweets with images earn 150% more Retweets than those with plain text.*
- Posts on Facebook with images garnered 2.3x the engagement than those with text only.*
- Lesson: take pictures everywhere & create shareable images!

*http://buzzsumo.com/blog/how-to-massively-boost-your-blog-traffic-with-these-5-awesome-image-stats/

- **Unsplash** – Free, high res photos (no license needed)
- **Pixabay** – No cost and copyright free (great for vectors that serve as icons)
Tools for Creating Infographics

- Piktochart
- Free, or
- Upgrade: $39.99/person for nonprofits
Tools for Creating Infographics

Infographic Templates

Design compelling infographics your fans will love to share with our selection of premium infographic templates. Take your visual marketing to the next level with sophisticated infographic designs today.

Sign up for free now!

- Canva
- Free, paid, or
- Nonprofit program – application for teams of 10 or less
Infographics: Policy Recommendations

Teen DV Month 2017 | Your Campus Can Be Ready

Make your community’s schools hubs for healthy relationships. Pass a policy!

- Train all staff to intervene when they see abusive behavior
- Incorporate curricula on healthy relationships & dating abuse
- Communicate schools’ commitment to safe learning environments to students, parents, and caregivers

#CACampusReady | #TeenDVMonth | opedv.org
YOUR CAMPUS CAN BE READY

When every school in the Golden State becomes a hub for healthy relationships, we’ll make progress in preventing another generation from having to experience domestic violence into adulthood. Your campus can be ready! To get started, visit cpedv.org/prevention or contact info@cpedv.org.

Without a School Policy that Promotes Healthy Relationships

Casey won’t allow Taylor to talk to classmates during group work, preventing Taylor from concentrating on school. Both of their grades suffer.

With a School Policy that Promotes Healthy Relationships

Casey comes from an abusive home and starts to act controlling toward Taylor.

Because of school’s training, Taylor’s teacher recognizes the signs of abuse and offers Taylor a referral to a supportive counselor.

SUPPORT
#DVAM2016

Did you know?

"Students getting Ds & Fs are three times more likely to report being in abusive relationships. Schools that adopt policies that address adolescent dating abuse send a clear message that student well-being and learning is a priority."

#CAturnspurple | cpedv.org

“My worst fears became a reality when the House passed the AHCA. I need Medicaid to continue to get the care I need to get out of bed, dress, bathe, and eat every day. Without Medicaid, I couldn’t stay at the dream job I worked so hard to get.”

—Andraéa LaVant
Lives with muscular dystrophy
CALIFORNIA SAYS: PROTECT SURVIVORS OF DOMESTIC VIOLENCE!

SUPPORT CALIFORNIA’S MOVEMENT TO END DOMESTIC VIOLENCE. DONATE TO THE #BIGDOG2017 UNDERDOG AT 8 PM ON MAY 4TH!

Bigdayofgiving.org/ca_partnership
Did you know?

5,784 Californians received services from domestic violence programs in just 1 day.

These victims could fill legislators’ seats in the California Senate and Assembly chambers 48 times over. Be part of the solution.

Data obtained from the National Network to End Domestic Violence 2014 #DVCounts Census.
Questions
This month’s homework:

Create one infographic or host a Facebook Live Chat
Next Steps

- Did you participate in our in-person trainings? Keep an eye out for a survey.
- Send Micah & Jess any policy progress you’re making using any strategies we discussed.
- Get in touch with us! We’re available to provide technical assistance.
Contact Us

Micah Zimmermaker
Prevention and Education Policy Specialist
California Partnership to End Domestic Violence
micah@cpedv.org

Jessica Merrill
Communications & Development Manager
California Partnership to End Domestic Violence
jessica@cpedv.org