

New York Children’s Center Social Media Playbook

Goals:

- To double the following on Instagram, Twitter, and Facebook in three months
- To increase engagement, leading people to participate in legislative advocacy and fundraising events
- To increase the sharing of content and resources in our posts

Topics:

- Child abuse prevention
- Child abuse intervention
- Improving child/youth mental health
- Online safety
- Self-care
- Family safety
- Advocacy for children’s issues
- NY child safety related news
- Highlights of CAC and partner agency facts, accomplishments and staff profiles

Hashtags (capitalize the first letter of each word to make it friendlier for screen readers and people with dyslexia or cognitive disabilities):

#ChildAbuse	#ChildAbusePrevention	#OnlineSafety	
#SafeHealthyConnected	#ChildProtection	#KeepKidsSafe	
# related to the month?			
	Facebook	Instagram	Twitter

Overview	FB connects people and orgs with friends and others around them. People use FB to share links, photos and videos of themselves and meaningful causes, and to learn more about people and orgs.	IG is a visual storytelling channel. Real time video and photo-sharing network. Reach followers in a visually focused way. Messages can be more inspirational and less factually driven.	Twitter is a micro-blogging site. Best outlet for non-profits to share relevant content. Good for driving followers to your website, engaging with influencers, promoting older content pieces.
Who is our audience?	<ul style="list-style-type: none"> • Professionals/organizations in the field of child maltreatment • Supporters • Survivors 	<ul style="list-style-type: none"> • Teens, young adults • Professionals/organizations in the field of child maltreatment • Local businesses • Supporters 	<ul style="list-style-type: none"> • Professionals/organizations in any child- or family-related fields • Legislators • News outlets
What do they want to see from NJCA?	<ul style="list-style-type: none"> • Resources and information about keeping kids safe • Infographics they can share, download • Stories from survivors • Stories from helpers 	<ul style="list-style-type: none"> • Photos with captions • Images with captions • Resources? 	<ul style="list-style-type: none"> • Resources, infographics • News and events in the child maltreatment field • Legislation and advocacy news and CTAs • Shares, retweets and tags
Who should we follow?	<ul style="list-style-type: none"> • All chapters • All CACs • Partner agencies • Youth serving organizations • Parent advocacy groups • Youth advocacy groups • Mental health agencies • School districts <p>Note: Aim to follow 10 new accounts per week. Follow those that our donors follow.</p>	<ul style="list-style-type: none"> • Individuals who engage with our posts • Businesses • Partner agencies • All chapters • All CACs • Youth serving organizations • Parent advocacy groups • Youth advocacy groups • Mental health agencies <p>Note: Aim to follow 10 new accounts per week. Follow those that our donors follow.</p>	<ul style="list-style-type: none"> • Legislators • State organizations • Partner agencies • Child welfare agencies? <p>Note: Aim to follow 10 new accounts per week. Follow those that our donors follow.</p>

	Facebook	Instagram	Twitter
How often should we post?	<ul style="list-style-type: none"> • 4 – 5 days per week • 2 – 3 times per day 	<ul style="list-style-type: none"> • Consistency is key. • At least twice per week; more is better. 	<ul style="list-style-type: none"> • Mix of tweets posted at different times every day • Tweet consistently
What should we post?	<ul style="list-style-type: none"> • Infographics • Share resources • Videos • Create events for fundraisers • Photo albums of events, projects 	<ul style="list-style-type: none"> • Posts versus stories • Pictures – events, people, places • What’s happening at the office • Quotes from longer pieces • Inspirational/meaningful quotes • Videos • Infographics • Hashtags 	<ul style="list-style-type: none"> • 35% original content • 25% related content not directly related to NJCA • 40% retweets, responses to direct tweets, tweets about events/campaigns.
What should we measure?	<ul style="list-style-type: none"> • Check Facebook Analytics weekly to analyze most popular posts. • What types of posts get more engagement? Images, infographics, other resources? 	<ul style="list-style-type: none"> • Check Instagram Analytics weekly to analyze your most popular posts. • Do photos or video work best? • What was the topic(s)? • More text or less? • Are the hashtags getting NJCA more exposure, reach, and followers? 	<ul style="list-style-type: none"> • Engagement with posts • Which topics get the most engagement? • New follows
	Facebook	Instagram	Twitter
Other information:	<ul style="list-style-type: none"> • Update cover photo and caption 	<ul style="list-style-type: none"> • Update bio – use more compelling language. Get 	<ul style="list-style-type: none"> • The Twitter icon on our website goes to FB?

	<ul style="list-style-type: none"> • Add hyperlink to caption • Send people to website to subscribe • Add donate button whenever appropriate • Acknowledge comments and questions • Use Facebook ads • Create Facebook videos • Create Facebook live events 	<p>people to click on link in the bio and sign up for our email</p> <ul style="list-style-type: none"> • Comment on others' posts and share their posts to our story • Create contests or scavenger hunts • Use identified hashtags on every post 	<ul style="list-style-type: none"> • Reword bio to make it more compelling. Don't just restate mission. • Use link in bio to send them to our email sign up page or explainer video? • Requires most time and energy to get results • Use hashtags • Live tweet from events/trainings • Create Twitter lists • Consider a TweetChat around child abuse awareness and invite community partners, journalists, bloggers
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<p>Content:</p> <p>Original infographics Champion Stories Survivor stories CAC highlights Team member highlights Video tours of CACs Original infographics Events/Training Fundraisers Awareness months and days Relevant news</p>	<p>Other notes:</p> <p>Pop-up on website to sign up for newsletter FB lives YouTube channel – build playlist Blog Social media ambassador program FB Ads Add "Top Fans" app to FB?</p>
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<p>Awareness Months</p> <p>January: National Slavery and Human Trafficking Prevention Month</p> <p>February: Teen Dating Violence Awareness Month</p> <p>March: National Social Work Month</p> <p>April: Child abuse prevention month Every kid healthy week</p> <p>May: Mental Health</p> <p>June: PTSD awareness day LGBTQ Pride month</p> <p>July: National Minority Mental Health Month</p> <p>August: National Back to School Month National Family Fun Month</p> <p>September: National Suicide Prevention Week (Sept. 6–12) World Suicide Prevention Day (Sept. 10)</p> <p>October: DV awareness month</p>	<p>*Meet monthly to create calendars for the following month</p>
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National bullying prevention month

November: Adoption Awareness Month

December: National Human Rights Month