Welcome to

THE TRAINING WILL BEGIN SHORTLY
While you're waiting...

SOCIAL MEDIA STRATEGIES IN A SHIFTING ENVIRONMENT

CONNECT WITH US!

? *Icebreaker Question* (answer in the chat)
If you could only use and access one social media platform for a year, which would you choose?

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Survey & Certificate of Completion
Available following the training.

1

Hi, We're CalTrin!

Who we are
- The California Training Institute
- Funded by the State of California, Dept. of Social Services, Office of Child Abuse Prevention (OCAP) to support child abuse prevention through professional development and extended learning opportunities.
- Designed for staff of family strengthening and child abuse prevention organizations in California, including Family Resource Centers, Child Abuse Prevention Councils, community-based organizations, and other child and family serving systems.

What we offer
- Live webinars & small group training
- Virtual, self-paced courses
- Job aids & other resources

This training was made possible with funding from the California Department of Social Services, Office of Child Abuse Prevention. Any opinions, findings, conclusions, and/or recommendations expressed are those of the CEBC /CalTrin and do not necessarily reflect the views of the California Department of Social Services.

2

Before We Begin...

DURING

Access the notetaking slides now! The link can be found in the chat.

Review interactive features for today's session. Locate the controls on the toolbar at the bottom of your screen.

This presentation is being recorded.

AFTER

Complete the survey at the end of this webinar to receive your Certificate of Attendance.

A follow-up email will be sent to all participants within two days.

3

Social Media Strategies in a Shifting Environment

Presenter: Michelle Clinch, MSEd

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Speaker **SPOTLIGHT**

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- 30 Years of experience in communications and adult education, including 12 years in human services
- A central pillar of Michelle's approach involves harnessing the power of social media to enhance communication and deliver just-in-time learning opportunities.

Michelle Clinch, MSEd

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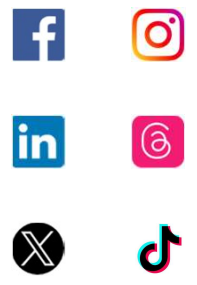

Choose Platform(s)

Social media is a powerful tool to increase **awareness**, spur **engagement**, and build **influence** through thought leadership.

Must meet all three criteria:
- High impact on priority audience
- Capacity to post regular, relevant content (long-term) and monitor daily
- Ability to support a variety of organizational goals

Procure Content

- Supports organizational goals and communication strategy (website, email, newsletters, etc.)
- Written to be compelling, conversational, authentic, valuable, relevant, and BRIEF
- Includes relevant visuals
- Gives attribution
- Follows the 30/60/10 rule
  - 30% owned content: content you create
  - 60% curated content: created by others with your commentary or point of view
  - 10% promotional content: a call to action

7

Schedule Content

Start with a content development and approval process. An editorial calendar will ensure a **variety of content** that **aligns with key messages and goals**.

Tips:
- First, write content for the platform with the most limited characters
- Get content approved
- Schedule efficiently for optimal timing and frequency (with tool like Hootsuite)
- Have another staff member proof (misspellings, broken links, scheduled on the wrong date, image not sized correctly, etc.)

DECEMBER 2023

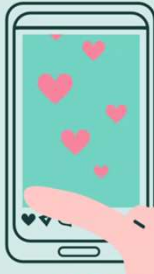| SUN	MON	TUE	WED	THU	FRI	SAT
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24	25	26	27	28	29	30
31						

8

Use the Right Tools

My favs:
- Hootsuite
- Canva
- Snagit
- Bitly
- Vyond
- Vimeo vs YouTube

9

Get Views & Engagement

Content is king!

Use eye-catching graphics/videos

Encourage followers to share, like, comment

Use attention grabbing words

Tag people & organizations

Use hashtags & emojis 🤔 😮

Interact with re-posts

Post when your audience is online

Timely respond to comments

Invite those who engaged with post to follow you

10

Analyze the Data

Use data to adjust your approach (content, images, timing, etc.). It is also the most important way to get/keep buy-in, gain champions, and increase staff/partner engagement - show them why it's so important! Also, use the data to adjust your strategy.

Bare minimum each quarter:
- Followers
- Impressions*
- Total engagement*

*Show totals & average by day

11

Contact Info

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12

Thanks for joining us!
WHAT'S NEXT?

- Survey and certificate in the chat now
- Follow-up email with resources within two days
- Watch your inbox for the next issue of *CalTrin Connect*

STAY CONNECTED FOR MORE FREE TRAINING & RESOURCES!

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13