

# Welcome to

## SOCIAL MEDIA STRATEGIES IN A SHIFTING ENVIRONMENT

**THE TRAINING WILL BEGIN SHORTLY**

*While you're waiting...*



### *Icebreaker Question* (answer in the chat)

If you could only use and access one social media platform for a year, which would you choose?



### *Survey & Certificate of Completion*

Available following the training.

## CONNECT WITH US!



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# 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



# 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.



# Social Media Strategies in a Shifting Environment

**Presenter: Michelle Clinch, MEd**





**Michelle Clinch, MSEd**

- 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.



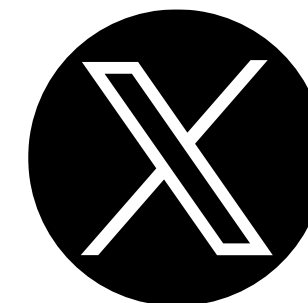
# Choose Platform(s)

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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

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- 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



# 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.)





# Use the Right Tools

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My favs:

- Hootsuite
- Canva
- Snagit
- Bitly
- Vyond
- Vimeo vs YouTube



# Get Views & Engagement

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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

# Analyze the Data

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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



# Contact Info

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# 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!**

