Social Media

Sharon Hirsch, President & CEO, Prevent Child Abuse North Carolina
Elizabeth Gibbes, Social Media Coordinator, Children’s Trust of South Carolina
Agenda

• What is social media
• Why do we need social media
• Examples of successful campaigns
• Social media and your organization
• Resources for creating content, ideas for social media content calendars
• Focus on metrics for tracking results
• Questions?
PEOPLE ARE GOING TO BEHAVE HOWEVER THE SOCIAL NORMS PERMIT, AND BEYOND THAT.

Max Cannon
American Artist

BOOSTER SEATS ARE BECOMING THE SOCIAL NORM.

Suzanne Hill

The social norms are changing. It’s no longer OK to blow smoke in someone’s face. Public support for these laws is growing across the nation as people become more aware of the dangers of secondhand smoke.

Annie Tegen

#NCAC16
Leading social networks worldwide as of April 2016, ranked by number of active users (in millions)

- Facebook: 1,590
- WhatsApp: 1,060
- Facebook Messenger: 900
- QQ: 825
- WeChat: 687
- QZone: 640
- Tumblr: 555
- Instagram: 450
- Twitter: 320
- Badoo: 280
- Skype: 230
- Viber: 246
- Sina Weibo: 222
- LINE: 215
- Snapchat: 208
- YY: 122
- YY: 122
- Viber: 120
- Pinterest: 100
- DIS: 100
- LinkedIn*: 100
- Telegram: 100

**Source:** Facebook, WhatsApp, WeChat, Twitter, Tumblr, Viber, Sina Weibo, KakaoTalk, Line, and Telegram

**Additional Information:**
- Social networks and messaging chat apps are included.
- Data as of April 20, 2016.
The Right Mix is Critical

Audience needs and interest

SOCIAL

Your brand

Compelling communication & interaction

#NCAC16
Social Media in America

United States Population

323 Million

180.8 Million
Number of Americans who have a profile on a social networking site

DID YOU KNOW?
That’s 56% of the United States Population!

176 Million
Number of new social media users added in the last year

12 Million
Number of Americans who use social networking sites several times a day

Facebook adds ½ million new users every day; 6 new profiles every second

#NCAC16
Social networks accounts for 43% of all website traffic

Facebook owns 13% of all time spent on mobile devices

The average U.S. Facebook user spends 14 hours a month in his or her mobile Facebook News Feed.

DID YOU KNOW? Facebook surpassed Google as the number one search engine in 2015

In Comparison...

People spend 4 hours on Google and 5 hours on YouTube for a total of 9 hours... still falling 5 hours short of Facebook's numbers

#NCAC16
Facebook

- Storytelling
- Content sharing
- Engagement
  - Like
  - Tag
  - Comment
- Organizations are having to pay to play
- 1 billion active users
- Users share 2.5 billion pieces of content each day
Twitter

• Engagement
  • Retweet
  • Tag using @
  • Use hashtags (a keyword search within Twitter that begins with #)

• 140 characters
  • Keep tweets between 80-90 characters to allow for interaction

• Tweet often to stay in front of your audience
• 5,700 tweets per second
• 560 million active users
Instagram

• A fun and creative way to show off our work or behind the scenes work

• Engagement
  • Post pictures
  • Like and re-gram
  • Comment
  • Use hashtags #

• 200 million people use Instagram monthly

• 75 million people use Instagram daily
#Got Heart?
National Donor Day Campaign

What Gets Measured, Gets Done: Increase Donation Awareness and Number of Registered Donors Examples

February 14th is not just all about flowers and candy. It’s National Donor Day!

Encourage others to give the precious gifts of life through organ, eye and tissue donation.

Register as a donor TODAY at DonateLifeNC.org/register

#GotHeart?

#NCAC16
Social Media Results: January – April 2014

Website Visits from Social Media

- # Visits from Facebook
- # Visits from Twitter
- # Visits from LinkedIn
- # Visits from Pinterest
- # Visits from Google +
- # Visits from YouTube
Social Media Results: January – April 2014

Online Registration History

- Total Registrations
- Unique Registrations
- Online registrations (total)

#NCAC16
Super Bowl Weekend: Panther Mania

On Super Bowl Sunday, 75,000 fans will fill Levi’s Stadium. 538,000 NC children experienced two or more adverse childhood experiences in FY 2011.

That's enough children to fill the stadium 7 times!

Average cost of a 30 second Super Bowl Ad $4.5 Million = $150,000 per second spent on Super Bowl Ads

Estimated annual cost of child abuse and neglect nationwide $220 million = $6.97 per second spent on child abuse costs per second

Sources: Kids Count, www.aecf.org/wknils-count

#NCAC16

Prevent Child Abuse
North Carolina

$7.2 Billion federal funds dedicated to child welfare

$14.3 Billion Super Bowl related spending

AND ONLY 10%
of that $7.2 billion can be used to prevent child abuse from occurring by strengthening families

CHILD ABUSE PREVENTION MONTH
Photo A Day Challenge for April 2014

Follow @ChildrensTrustSC
#CAPphotoaday

1. A child in your life
2. Favorite children’s book
3. The S.C. State House
4. Wearing blue for national wear blue day
5. From a child’s point of view
6. A healthy meal
7. Something strong
8. Something a child created
9. A good memory
10. Throwback Thursday
11. How you support prevention
12. Something you’re thankful for
13. How you strengthen your family
14. Favorite childhood toy
15. Favorite nonprofit that supports children
16. A blue wheel, the symbol for child abuse prevention
17. Selfie
18. Someone you love
19. How you celebrate a birthday
20. Your family
21. Someone who inspires you
22. Outdoor play
23. How you take a break in your day
24. Favorite time of day
25. Sunrise or sunset
26. What you would wear to our gala
27. Something that makes you happy
28. Favorite place in your home
29. Something comforting
30. Pearls

CHILD ABUSE PREVENTION MONTH
Photo A Day Challenge for April 2014

CONGRATULATIONS,
YOU’VE WON!

Children’s Trust
OF SOUTH CAROLINA

#NCAC16
April is Child Abuse Prevention Month

Five ways to promote child well-being
1. Catch your children being good. Praise them often.
2. Have a family game night!
3. Make time to do something you enjoy.
4. Ask your children who is important to them.
5. Talk to a trusted friend when you feel stressed or sad.

#NCAC16
Post, while you toast.

#ctscGala

Tweet, while you eat.

#ctscGala
**Messaging Samples**

**Social media:**

Social media is a great way to connect with your audience. The Children’s Trust has provided examples for partner localization. Use this language to encourage child abuse prevention.

---

**Suggested Facebook Posts:**

- Facebook represents the great work we do for all children. Share your support by making a donation at [this link](#) and [this video](#) (personalized with partner’s name).

- Longing to be a part of a place, community, or social group can provide you with a sense of belonging. What are some other things you do to feel like you belong to your community? Share your ideas with us below.

- You realize that you may do something that is amazing and sometimes it feels as if you’re helping to change the lives of children and families. How do you feel? Remember, you’re not alone. Each day, many people around the country are working to help children and families and are advocating for policies and programs that reflect the needs of children and families. Help us to know what you’re doing.

---

**Suggested Tweets:**

- The #NCAC16 is a symbol of the small actions that ensure #FakeChildAbusePhotos do not damage the #FakeChildAbuse campaign. Check out their hashtag to learn from you can prevent child maltreatment in April. [https://www.childrensbelieve.org/topics/preventing-preانשיה/ prevention/intervention-guidance/sharing-a-vision/#FakeChildAbuse](https://www.childrensbelieve.org/topics/preventing-preанשיה/ prevention/intervention-guidance/sharing-a-vision/#FakeChildAbuse)

---

**Messaging Samples**

**Social media memes:**

Social media is a great way to connect with your audience. The Children’s Trust has provided examples for partner localization. Use this language to encourage child abuse prevention.

---

**Protective Factors Postings:**

While parenting can be one of the most rewarding experiences, it can also be one of the most difficult. Research has shown that children who are in environments that provide the best care for them have a better chance of developing on their best potential.

A child’s early experiences are important to their development. A child grows up with a strong social and family relationships. When parents and children are strong, the relationship is more stable, and the child is more likely to thrive. Parenting alone can be difficult, but it can be done with the support of family, friends, and community members.

---

**Messaging Samples**

**Social media hashtags:**

Social media is a great way to connect with your audience. The Children’s Trust has provided examples for partner localization. Use this language to encourage child abuse prevention.

---

**Suggested TWEETS:**

Many are taking action to support #FakeChildAbuse. The #FakeChildAbuse campaign can make a difference in the lives of children. Check out the hashtag #FakeChildAbuse to learn from you can prevent child maltreatment in April. [https://www.childrensbelieve.org/topics/preventing-preانשיה/ prevention/intervention-guidance/sharing-a-vision/#FakeChildAbuse](https://www.childrensbelieve.org/topics/preventing-preanשיה/ prevention/intervention-guidance/sharing-a-vision/#FakeChildAbuse)
Age 18-34 Digital Audience Penetration vs. Engagement of Leading Social Networks

Source: comScore Media Metrix Multi-Platform, U.S., Dec 2015

% Reach Among Age 18-34

Average Monthly Minutes per Visitor

facebook

comScore
#NGOfacts

Nearly one in three (31.5%) people worldwide donated to charity in 2015 and one in four (24%) volunteered.

Source: CAF World Giving Index 2015
# Generational Breakdown

<table>
<thead>
<tr>
<th>Generation</th>
<th>Number of nonprofits supported (average)</th>
<th>Total $ donations in past year (median)</th>
<th>Preferred donation method</th>
<th>Preferred communication frequency</th>
<th>Preferred causes to support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millennials 1981-1997</td>
<td>3.7</td>
<td>$238</td>
<td>Online</td>
<td>2x month or more</td>
<td>36%</td>
</tr>
<tr>
<td>Gen Xers 1965-1980</td>
<td>3.4</td>
<td>$465</td>
<td>Online</td>
<td>Monthly or more</td>
<td>34%</td>
</tr>
<tr>
<td>Boomers 1946-1964</td>
<td>4.1</td>
<td>$478</td>
<td>Check in the mail</td>
<td>Monthly or more</td>
<td>39%</td>
</tr>
<tr>
<td>Matures 1945 or earlier</td>
<td>5.5</td>
<td>$683</td>
<td>Check in the mail</td>
<td>Quarterly or less</td>
<td>33%</td>
</tr>
</tbody>
</table>

#NCAC16
TweetDeck

#NCAC16
Canva
Crowd Booster

#NCAC16
Facebook Insights

#NCAC16
Google Analytics

Sessions
50

New Visitor
Returning Visitor
25.1%

Overview
Sessions
239
Users
190

Pageviews
Pages / Session

Children's Trust of South Carolina
Prevent Child Abuse North Carolina

#NCAC16
Prevent Child Abuse North Carolina
Social Media Report
November 1, 2015 - January 31, 2016

Tweet Impressions

<table>
<thead>
<tr>
<th>Month</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>November</td>
<td>18,600</td>
</tr>
<tr>
<td>December</td>
<td>18,000</td>
</tr>
<tr>
<td>January</td>
<td>24,600</td>
</tr>
</tbody>
</table>

Twitter Followers

<table>
<thead>
<tr>
<th>Month</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>November</td>
<td>6,949</td>
</tr>
<tr>
<td>December</td>
<td>7,073</td>
</tr>
<tr>
<td>January</td>
<td>7,224</td>
</tr>
</tbody>
</table>

#NCAC16
Prevent Child Abuse North Carolina
Social Media Report
November 1, 2015 - January 31, 2016

Facebook Post Reach

Facebook Followers

#NCAC16
• Facebook Engagement rate:
  • July 1, 2015 – October 14, 2015 = 3,799
  • July 1, 2016 – October 14, 2016 = 2,413
  • = 35.48% Decrease in Facebook Engagement

• Twitter Engagement rate:
  • July 1, 2015 – October 14, 2016 = 439 engagements
  • July 1, 2016 – October 14, 2016 = 2,032 engagements
  • = 362.87% Increase in Twitter Engagement

• Facebook Impressions:
  • July 1, 2015 – Oct. 14, 2016 = 63,502 impressions
  • July 1, 2016 – Oct. 14, 2016 = 108,753 impressions
  • = 71.25% Increase in Facebook Impressions

• Twitter Impressions:
  • July 1, 2015 – Oct. 14, 2015 = 47,300 impressions
  • July 1, 2016 – Oct. 14, 2016 = Sept 30 - 155,800 impressions
  • = 229.38 Increase in Twitter Impressions
Contact Us

• Sharon Hirsch, President & CEO, Prevent Child Abuse North Carolina
  • 919.256.6600
  • SHirsch@PreventChildAbuseNC.org
  • Twitter: @PCANC_CEO, @PCANC
  • Facebook & Linkedin: Prevent Child Abuse North Carolina
  • Instagram: @PreventChildAbuseNC

• Elizabeth Gibbes, Social Media Coordinator, Children’s Trust of South Carolina
  • 803.744.4046
  • EGibbes@scChildren.org
  • Twitter: @Egibbes, @ChildrensTrustSC
  • Facebook & Linkedin: Children’s Trust of South Carolina
  • Instagram: @ChildrensTrustSC