Social Media 201: Using Social Media in Your Digital Advocacy
Welcome!

*Our Goal:* to expand the advocacy capacity for CCR&Rs, providers, and family advocates at the state level.

**Housekeeping:**
- Ask questions throughout via the chat box.
- The webinar will be recorded and available soon after the completion of the webinar.
- Everyone will be on mute.
- We will have poll questions, be ready to participate throughout!

Join the movement: childcareworks.org
Agenda

• Welcome/Introductions
• Amplifying your Message Using Social Media
• Using Social Media to Engage Advocates
• Using Social Media for Organizing
• Creating Graphics and Campaigns
• CCAoA Resources
• Next Steps
Introductions

- **Liz Twilley**, Social Media Manager
- **Chrisi West**, Director of Advocacy
- **Deby Ziesmer**, Owner, Ziesmer Consulting

Poll: What best describes your role?

Poll: I use social media *(often/sometimes/never)* as an advocate.

Poll: I feel _______________ about using social media for advocacy.

Poll: *(Yes/No)* I attended the Social Media 101 webinar
Review
Why Social Media?

- Used by 70% of CC seekers during child care searches
- Parents are heavy users, especially mothers and millennials
- Women > Men
- Latinos > White or Black Non-Hispanic Users
- Income less than $30,000 > Higher income levels

Sources:
1. Family Voices Driving Quality Child Care Choices, Child Care Aware® of America. In press. Advanced online publication.
Social Media & Families

How do families use social media?

- General search functionality
- Extension of word-of-mouth
- Read reviews/testimonials
- Engagement, including advocacy

Source:
Social Media & Lawmakers

- Average posts per elected official:
  - Facebook: Democrats > Republicans
  - Instagram: Republicans > Democrats
  - Twitter: Democrats > Republicans

- Most followed:
  - Democrats > Republicans

- Top retweets are burns, humorous, or inspiring

- Hours of the day Congress Tweets the most:
  - Work week, 9 am - 4 pm (peak at 1 pm)

ALL Senators and almost all Representatives are on social media (Facebook, Instagram, and Twitter)

Source: Quorum | IQ A Joint-Report: Congress on Social Media in 2017
Social Media Platforms

What platforms will help advance your goals?

- **Facebook:**
  - 88% of online adults ages 18-29 (84% ages 30-49).
  - Usage rates highest among lower income levels

- **Instagram:**
  - 2nd most popular
  - Usage rates highest among lower income levels

- **Pinterest:**
  - 3rd most popular
  - Checked least often

- **Twitter:**
  - Least used when compared to Facebook, Instagram, and Pinterest
  - Usage rates are greatest among high income levels

Source:
Pew Research Center, November 2016, Social Media Update 2016
Leveraging the Power of a Post

**Build awareness**: How can we ensure our posts are widely shared and viewed by desired audiences?
- Post on group and event pages where families visit
- Explore paid promotion
- Encourage word-of-mouth by asking followers to:
  - Tag a friend or family member
  - Recommend your social media pages to their networks
  - Share or retweet your posts

**Engagement**: How do we encourage frequent and active stakeholder participation?
- Get influencers to participate
- Facilitate connections that encourages consumers to engage with one another
- Be responsive! You will have more followers and more engagement
Leveraging the Power of a Post

● **Move traffic to your website:** What websites and web pages can we direct stakeholders to for more information and richer engagement?
  ○ Link back to content on your website
  ○ Audit and improve your website

● **Raise advocates and gain partners:** How can we maximize word-of-mouth?
  ○ Leverage advocates, volunteers and community partners that share your agency’s mission to amplify your message and take action on your posts
  ○ Translate your traditional methods of CEE to encourage people to connect digitally
  ○ Tag influential partners and cross-promote

● **Increase voice and engagement share in the industry:** How do we ensure that conversations about early learning and child care within our service area include our agency’s voice and the messages we want to promote?
  ○ Highlight the unique value your agency adds to your community and the lives of families
  ○ Produce content that is shareable, engaging, useful, and relevant
How Do I Influence the Messaging On My Issue?

Find your influencers and your potential advocates. Then what?

Never point out a problem or issue without also offering a solution. This ESPECIALLY goes for communicating with Congress.

Keep it brief. Even pithy. But be yourself.
Why is this important?

Intentional message creation:

- Identifying audience: we know our audience broadly, but a check up/check in/refining is helpful
- Make sure we aren’t planting the wrong idea with the wrong groups
- Overcoming barriers: we know and can respond to before we launch a campaign or movement

Message testing:

- Refines messages
- Leads to more targeted, effective messages with select populations
- Makes sure your messages work before you spend money spreading it around
Framing the Narrative for Advocacy

Framing the narrative on early learning and child care priorities

- Find your influencers
- Hashtag it up

Top hashtags used by members of Congress in 2017:

- #trumpcare
- #aca
- #taxreform
- #protectourcare
- #obamacare
- #daca
- #goptaxscam
- #dreamers
- #ahca
- #healthcare
- #trumprussia
- #grahamcassidy...

Source: Quorum | IQ A Joint-Report: Congress on Social Media in 2017
Mobilizing Stakeholders Around a Common Goal

You need to have a fully fleshed out campaign or workflow to cultivate advocates and bring them to your side on the issue.

Example campaign:
- Nail down your messaging
- Create an action alert on your website
- Send your alert out to supporters via email
- Send a share kit with pre-crafted posts to your partners and coalitions
- Post to your own social media channels
Vital Points to Consider in Advocacy Messaging

- Tailor messages to child care providers, community members, parents, and advocates reflecting who they are and the unique barriers they face.
- Conversation creates motivation: encourage ongoing conversations; celebrate past achievements and honor small change.
- Encourage simple actions that feel doable, use examples to show how it can be done.
How Do I Engage Advocates?

As a leader you have a duty to not only elevate your org’s brand and your org’s messaging, but also to lift up advocate voices. THAT is how you engaged advocates on your issue.

How do I do this?!

● If your platform or microphone is bigger than theirs, share it with them.
● If you have resources (like research, data, reports), share them with them. Help them make their case.
● Answer their questions - whether it’s on social media or in-person or via email.
How Do I Retain Advocates?

Helping advocates share their story is half the battle. Once you’ve recruited your advocates, there are a few different ways to help retain them to your cause:

- Recognize
- Appreciate
- Elevate
Advocate Roles

How can advocates get involved?

- Share their personal story
- Talk to their direct elected officials
- Post to social media to help drive the narrative
- Rapid response to legislative issues or stories, testifying
- Recruiting other parent advocates
Background of Family, Friend and Neighbor Project

• Our local group of nonprofit providers, county CCAP supervisors, members of the health dept and other stakeholders came together and brainstormed ways to connect with FFN providers.
• We received a small grant to do some research on what the landscape looked like and find out what the providers wanted.
• We came up with the idea of creating a “virtual hub” for FFN providers to connect and share resources.
Using Social Media to Connect

- Right now we have a public Facebook page and a closed Facebook group.
- In a closed group you have the ability to curate content and vet for quality.
- We will expand into Pinterest in the form of secret boards and group boards.
- Capability to do live Facebook trainings.
- Links to other resources. Create our own content.
- Cost was a huge factor in our decision. For the most part social media can be used free of charge.
- Challenge has been getting the word out.
- [https://www.facebook.com/FFNCPResources/](https://www.facebook.com/FFNCPResources/)
  - This is the public page- feel free to like us- it increases our visibility!
Using the FFN Network to Advocate

• Encourage voting in the primaries
• Education around what is a primary and why is it important?
• Lots of graphics on where to go, how to register, What does a sample ballot look like
• Reiterating this as the November elections come near.
• Contest for those who vote
Telling Your Story

- Teaching others how to share their story: parents, teachers, community members
- S.P.I.T.: Specific; Personal, Informative, Timely
- Start small: call after hours and leave a message - low risk
- Then move up to letter writing, visits, testimony – higher risk
- Example: Iman Mohammud
Preston and School Violence
Photos in Your Social Media

Your new motto for all events, meetings, advocacy days, etc: PICS OR IT DIDN’T HAPPEN!

What makes for a good photo?

- Incorporate your organization brand or logo, whether it’s on a shirt, a pin, on a sign in the background – wherever possible.
- Action shots are better than posed shots or “grip n grins.”
  - Not literally people running, but candid photos of people in conversation looking interested, people gesturing as they speak, something indicating some kind of movement or engagement.
- Some extra space around the persons/subjects of the photo.
  - You don’t want to cram everything in the frame and fill it up – let it breathe a little bit.
- For the love of all things holy, please make sure your photo is HORIZONTAL whenever possible.
Get Your Message Out There | Facebook

VIRTUAL DAY ON THE HILL
3 Ways to Take Action from Home

1. Ask your member of Congress to prioritize child care in the President’s budget.

2. Contact your member of Congress on Facebook & Twitter and use the hashtag #ChildCareWorks.

3. Call and ask your Senator to co-sponsor the FAMILY Act and the PACE Act.

• Eye-catching horizontal graphic
• Hashtags as appropriate
• CALL TO ACTION LINK
Get Your Message Out There | Instagram

- Eye-catching graphic
- Hashtags as appropriate
- CALL TO ACTION
- No links in captions – put them in the bio
Get Your Message Out There | Twitter

- Eye-catching horizontal graphic
- Hashtags as appropriate
- CALL TO ACTION LINK

TAKE ACTION: It's time that we start protecting our children and families.
#ChildCare! #ChildCareWorks #PACEAct ow.ly/ueVj30g7FTo

TAKE ACTION TODAY

TAX REFORM SHOULD INCLUDE CHILD CARE! TELL YOUR HOUSE MEMBER TO CO-Sponsor THE PACE ACT, AND PROTECT CHILDREN AND FAMILIES.

12:30 PM - 27 Oct 2017
Using Data on Social Media

According to the HHS standard, any child care that costs more than 7% of a family’s income is unaffordable.

The cost of a year of center-based infant care is unaffordable in 49 states (Plus D.C.)

The cost of a year of family child care for an infant is unaffordable in 45 states (Plus D.C.)

Louisiana is the only state with affordable center-based infant care via @USACare4Kids #costofcare

Investing in quality early ed programs BEFORE #PreK can greatly increase learning and health outcomes for children long term.

James Heckman, from Lifecycle Benefits

High quality birth-to-five programs for disadvantaged children can deliver a 13% Return on Investment

Starting earlier provides greater returns. Learn more.

www.heckmanequation.org

Child Care Works
Powered by Child Care Aware® of America
Leveraging Social Media

Some of our more commonly used hashtags on Twitter and Instagram

- #ChildCare
- #daycare
- #children
- #preschool / #preK
- #parenting
- #ECE
- #moms
- #babies
CCAoA Resources

- Action Centers
- Social Media
- Consumer Education and Engagement tools
- General TA
Digital Resources for Use in Advocacy

**Free photo sites**
- Creative Commons
- Morgue File
- DVIDS
- HHS images
- Unsplash

**Advocacy platforms**
- Phone2Action
- Countable
- Salsa Labs
- Change.org

**Social media apps/extensions**
- Storify
- Boomerang
- Regrann
- PhotoGrid
- HootSuite
- Hashtagify
Next Steps

- Sign up for next webinar in series: https://childcareworks.org
- Follow Child Care Works on social media
- Be on the look out for our follow up email with resources and the recording.
- Contact us if you have really specific questions you need help with on social media
Share Your Voice

- Poll: I feel ______________ about using social media for advocacy.
- Poll: I want to learn more about...
Questions?

- Chrisi West, Director of Advocacy
  chrisi.west@usa.childcareaware.org

- Liz Twilley, Social Media Manager
  liz.twilley@usa.childcareaware.org