What’s Trending?
Social Media Tips and Tricks

Lynnea Erickson Laskowski & Kendal Baker
Agenda

- Social Media Platforms
- Expanding your Reach
- Getting the most out of your Media
Social Media Platforms

- Facebook
- Twitter
- Instagram
- Snapchat
- LinkedIn
- WordPress/Blogging
- Pinterest
- YouTube
- Others?
Understanding Facebook

• Photo Sharing
• Events
• Connect with “Followers”

Tips for Facebook

• Know your audience
• Commenting
• Tagging
• Use visuals
• Engage followers
• “About Us” information updates
• Facebook Messenger
Safe Passage on Facebook

In Agency Events

Safe Passage, Inc. is in DeKalb, Illinois. Wednesday at 2:30 PM

Behind the scenes here at our new location with State Representative Jeff Keicher! We’re filming a short video about our agency, services, and upcoming capital campaign! Look for the full video on his Facebook soon!

National News

Safe Passage, Inc.
June 21 at 5:14 PM

We’re so excited to celebrate alongside Erin Merryn that this critical legislation has passed in yet another state!

We firmly believe that education saves children and prevents abuse. If you’d like to learn more about our Erin's Law programming, or any of our pre... See More

'Aerin's Law' passes: NY Legislature OKs child sex abuse prevention classes in schools
Understanding Insta

• Photo-sharing platform
• Wider audience through hashtags
• Younger audience
• Connect to Facebook

Tips for the ‘Gram

• Instagram Stories!
  • Polls
  • Stickers/GIFS
  • Interactive opportunities
Demo of Insta Stories

Easy & Entertaining!

Steps to Post:
1. Click on profile image
2. Choose your style
   - Photo, boomerang, superzoom, etc.
3. Add text, stickers, gifs, etc.
4. “Send to”

Archive Your Stories
Understanding Twitter

- Short form posting
- Global/national audience
- Follow trends
- Audience: Millennial/Gen X

Tips for Tweets

- Find trending topics
- Connect with similar organizations
- Create hashtags for events
- Retweet, retweet, retweet!
Safe Passage on Twitter

Trending | Tone | Tweet Chats | Retweet

Safe Passage, INC. @Safe__ · 24 Jun
If you’re in a relationship with someone who tries to control your decisions or shame you, know that you deserve better. Learn the #RedFlags. Call us if you need help: 815-756-5228. #TheBachelorette

Mackenzie Dyer @Mac... · 24 Jun
When Tyler C refused to join in on Luke shaming Hannah and respected her decision to make her own choices #theBachelorette

Safe Passage, INC. @Safe_PassageDV
To everyone out there thinking of running to be the next Presidential candidate for the Democratic party...just an FYI: you can make a difference in the world by ending RapeCulture and committing to #StartByBelieving survivors. You don’t ALL have to run for president. #MeToo 🙌
1:24 PM · 16 May 19 · Twitter Web Client
View Tweet activity
7 Likes

Safe Passage, INC. @Safe__ · 6/19/19
Did you know we work with older adults who are experiencing domestic violence and sexual assault? It happens more often than people realize. Call us 24/7 at 815-756-5228. #NTChat

National Center on El... · 6/19/19
A7: Here are 5 things EVERYONE can do to prevent #ElderAbuse #NTChat
Show this thread

THINGS EVERYONE CAN DO TO PREVENT ELDER ABUSE
1) Listen to older people and caregivers to understand their challenges and provide support
2) Educate one another about the signs of abuse and how to get help
3) Report suspected abuse or neglect as soon as possible
4) Build a community that fosters social connections and supports
5) Reach out to professional services for support where available

Safe Passage, INC. @Safe_PASSAGEDV
Your story matters. You deserve to be safe. You deserve services that speak to your experience. #SupportNativeSurvivors #EndAbuse

strongheartsdv @strongheartsdv · 31 May
You deserve to feel safe in your relationship. If you think you might be in an abusive relationship, call at 1-844-7NATIVE (762-8483) for free, culturally-appropriate support. Available 7am-11pm CT. ...

YOUR STORY MATTERS
Social Media Trends

• Live Videos
  • Don’t be afraid to go live!
  Facebook videos are a great, low-cost option to increase views and get information to your followers!

• Stories
  • Instagram, Facebook, Snapchat
  • Interactive
  • Time-bound

• Hashtags
  • What’s trending in my area?
  • Who are the leaders in my field?

• “Boosting” posts
  • Pay for Clicks
  • Targeted advertising to drive views

• Know your analytics
  • Impressions
  • Clicks
Social Media “Voice”

• Be consistent and consistently post
  • Make sure to keep a consistent “voice” in your posting. Be thoughtful about what social media strategy works best for your agency.
  • What content is ethical for us to post?
  • What tone fits our agency’s mission?
  • What do we hope to accomplish with our social media?
  • Who should be running our media? How do we decide what we post?
  • Check before sharing or retweeting others’ content!
Time to Get Social!

• Create Mock Posts for your Agency
• Share with your table and talk through YOUR social media strategy
Questions?

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