



Prevention Webinar: Using Social Media to Change the Narrative



Effectively Engaging Your
Audiences with Infographics,
Videos & Chats

June 20, 2017 | 10:30am – 12:00pm



Introductions



Jessica Merrill

Communications & Development Manager
California Partnership to End Domestic
Violence



Micah Zimmermaker

Prevention and Education Policy Specialist
California Partnership to End Domestic Violence



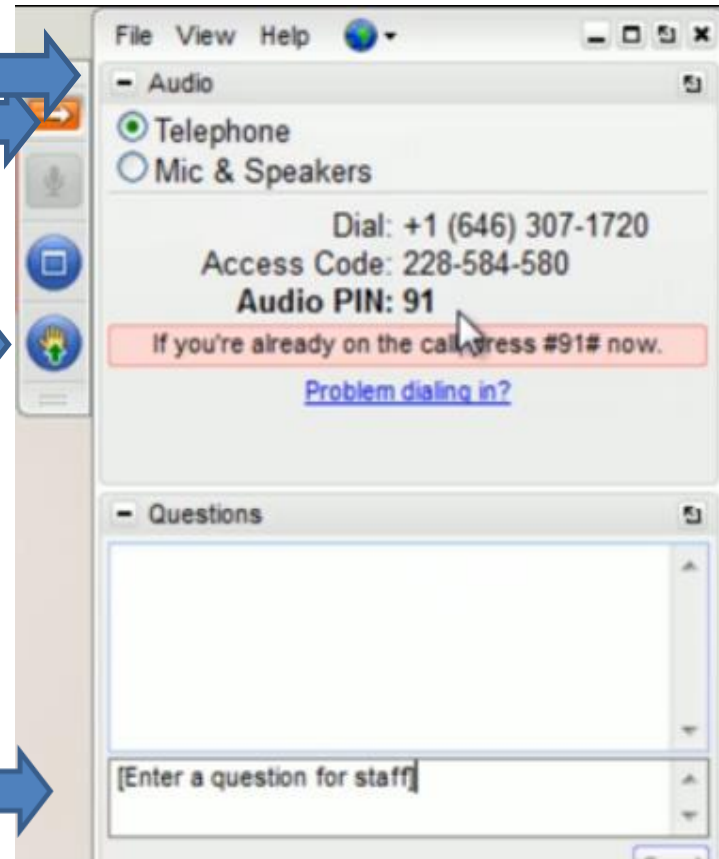
Control Panel

Expand Audio for call in information

Expand/minimize the control panel

Raise your hand to be unmuted

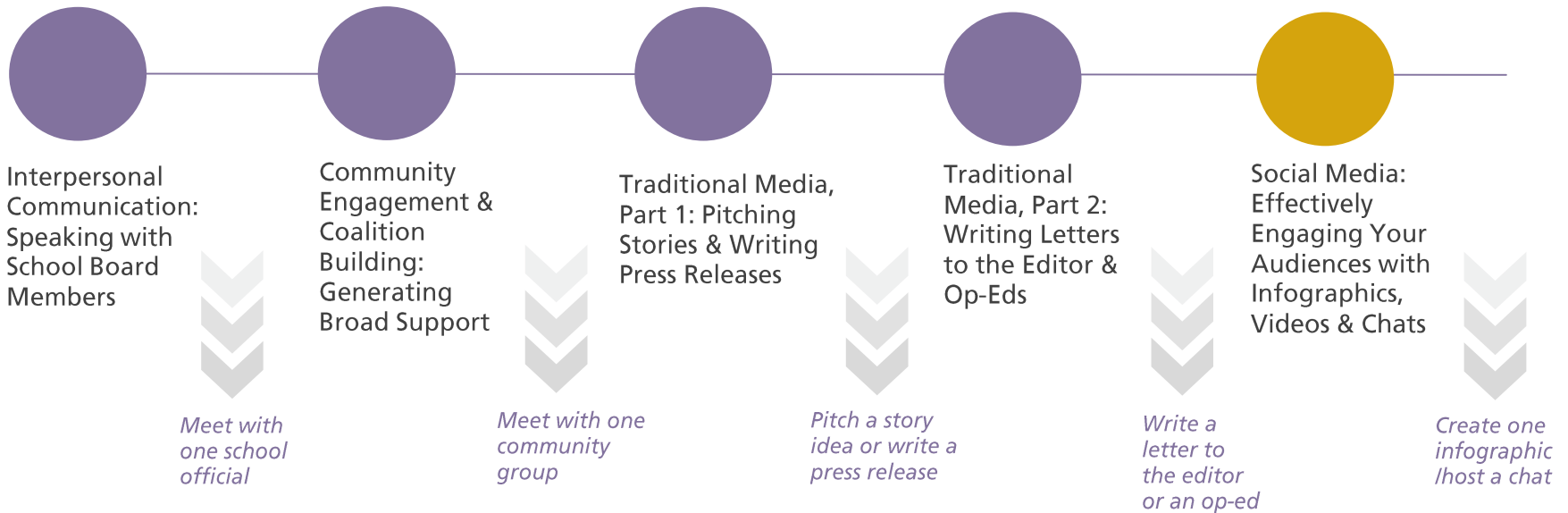
Type questions/comments here



Please note, this webinar is being recorded.



Building Community Support for School Policies: Our Webinar Lineup



Recap of Our Previous Webinar

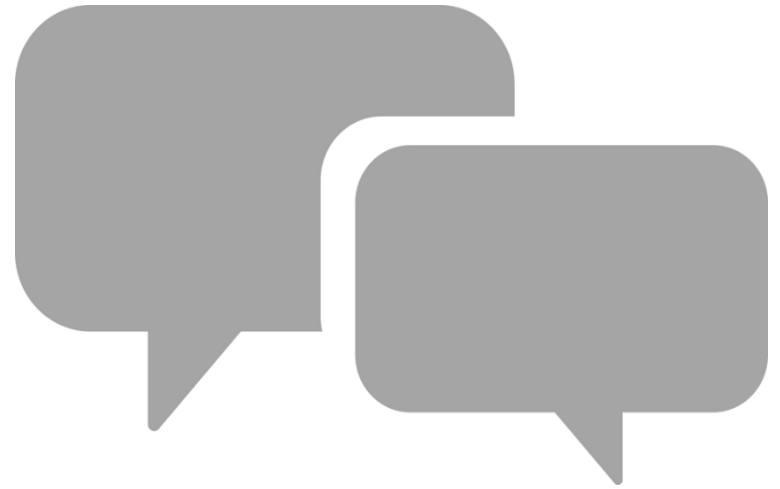
- Leading with strategy
- Piggybacking – breaking news
- Editorials, op-eds, letters to the editor
- Preparing with story elements



Last Month's Homework

Write a letter to the editor or an op-ed:

- Did you write one?
- What was the writing process like? Did you use the brown bag lunch strategy?
- Did it get picked up?





Message Themes



Students can't learn if they're hurting or don't feel safe.



Schools have a responsibility to give students the skills they need to succeed in the classroom and in life.



Healthy relationships are the foundation for a strong and healthy community.



Together we can prevent teen dating violence.

Strategically Determining Your Audiences on Facebook



- #DYK? Facebook only shares posts organically with 1%-10% of your page followers.
- Facebook: Real life friendships
- Facebook reach: 1.3 billion monthly active users vs. Twitter's 288 million monthly active users*
- Budgeting for Facebook ads
- The wonders of targeting
 - Parents, educators

*Adespresso by Hootsuite: <https://adespresso.com/academy/blog/twitter-ads-vs-facebook-ads-the-metrics-you-need-to-see/>



Strategically Determining Your Audiences on Facebook

- Business Manager: claiming an existing Facebook page
- Drive traffic to your website
- Location
- Demographics
 - Employer
 - Job title
 - Industry
- Interests



Facebook as an Organizing Tool - Parents are valuable messengers!

- School Board Meetings
- Letters to the Editor
- Donors



Across Platforms:

- Post videos natively
- Tag key stakeholders, especially school district pages & accounts
- Use hashtags
- Create clear, compelling calls to action
- Celebrate successes, and boost them on Facebook.
- Determine and track goals for engagement & impressions



California Partnership to End Domestic Violence

Published by Jessica Merrill [?] · June 13 at 5:45pm · 🌐

Great news! #SB54, the #CAValuesAct, has passed through the Assembly Public Safety Committee! Listen to our own Krista Niemczyk's testimony at the hearing, where she tells the story of an immigrant survivor who was arrested after suffering abuse and then detained. By separating local law enforcement from immigration enforcement efforts, the California Values Act will create a safer environment for immigrant survivors to reach out for help. Thank you to Assemblymember Reggie Jones-Sawyer, Assemblymember Miguel Santiago, Assemblymember Blanca Rubio, Assemblymember Lorena Gonzalez Fletcher, and Assemblymember Bill Quirk for their support today!



5,384 people reached

[Boost Post](#)

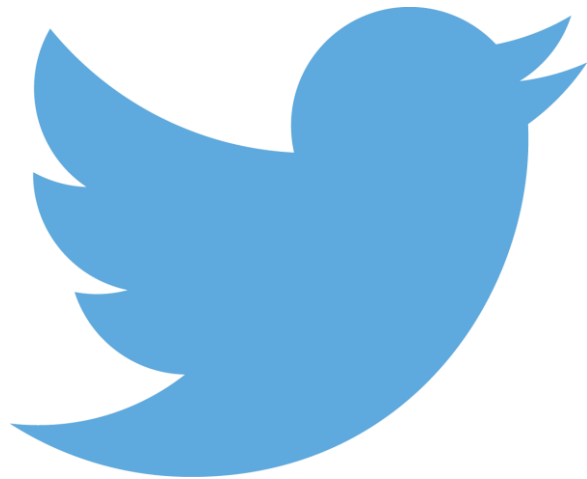
1.3K Views

Facebook Live

- Super powerful mechanism for driving engagement
- Advertise your Facebook Live video 2-3 times the day before and day of
- Invite viewers to like your page during the livestream
- Ask questions of the audience throughout
- Boost your video--\$20-\$50



Twitter – Staying Up-To-The-Minute



- Breaking news – short, simple, impactful
- You can Tweet frequently without annoying your followers
- Retweet influencers, journalists, elected officials, and funders
- Quote retweet



Using Images

- Tweets with images earn 150% more Retweets than those with plain text.*
- Posts on Facebook with images garnered 2.3x the engagement than those with text only.*
- Lesson: take pictures everywhere & create shareable images!

- Unsplash – Free, high res photos (no license needed)
- Pixabay – No cost and copyright free (great for vectors that serve as icons)

*<http://buzzsumo.com/blog/how-to-massively-boost-your-blog-traffic-with-these-5-awesome-image-stats/>



Tools for Creating Infographics



**EDUCATION
AROUND THE WORLD**



Somewhere in the world, right now, students are hard at work in school. With over 190 nations spanning the globe's 24 time zones, students and their academic years come in a variety of forms. Here are some insights on South Korea, Finland & United Kingdom.

South Korea

78% of Koreans were illiterate after the 1950 Korean War.

Infographics

Create long-form infographics that draw more page views to your blog or website, and watch traffic skyrocket.



[View 200 more](#)

- Piktochart
- Free, or
- Upgrade: \$39.99/person for nonprofits

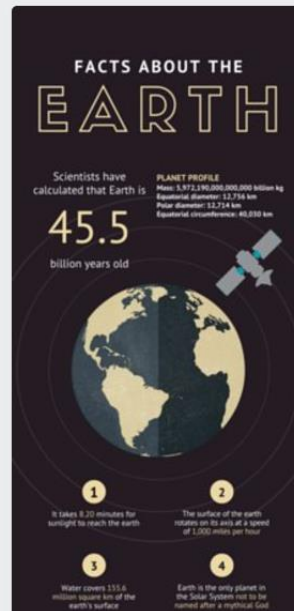
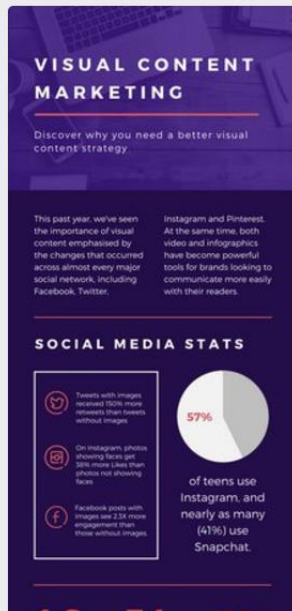


Tools for Creating Infographics

Infographic Templates

Design compelling infographics your fans will love to share with our selection of premium infographic templates. Take your visual marketing to the next level with sophisticated infographic designs today.

Sign up for free now!



- Canva
- Free, paid, or
- Nonprofit program – application for teams of 10 or less



Infographics: Policy Recommendations

Teen DV Month 2017 | Your Campus Can Be Ready

Make your community's schools hubs for healthy relationships. Pass a policy!



Train all staff to intervene when they see abusive behavior



Incorporate curricula on healthy relationships & dating abuse



Communicate schools' commitment to safe learning environments to students, parents, and caregivers

#CACampusReady | #TeenDVMonth | cpedv.org



Infographics: Systems Change

YOUR CAMPUS CAN BE **READY**

When every school in the Golden State becomes a hub for healthy relationships, we'll make progress in preventing another generation from having to experience domestic violence into adulthood. Your campus can be ready! To get started, visit cpedv.org/prevention or contact info@cpedv.org.

MEET

CASEY & TAYLOR, AGE 16



Without a School Policy that Promotes Healthy Relationships

Casey won't allow Taylor to talk to classmates during group work, preventing Taylor from concentrating on school. Both of their grades suffer.



Casey comes from an abusive home and starts to act controlling toward Taylor.

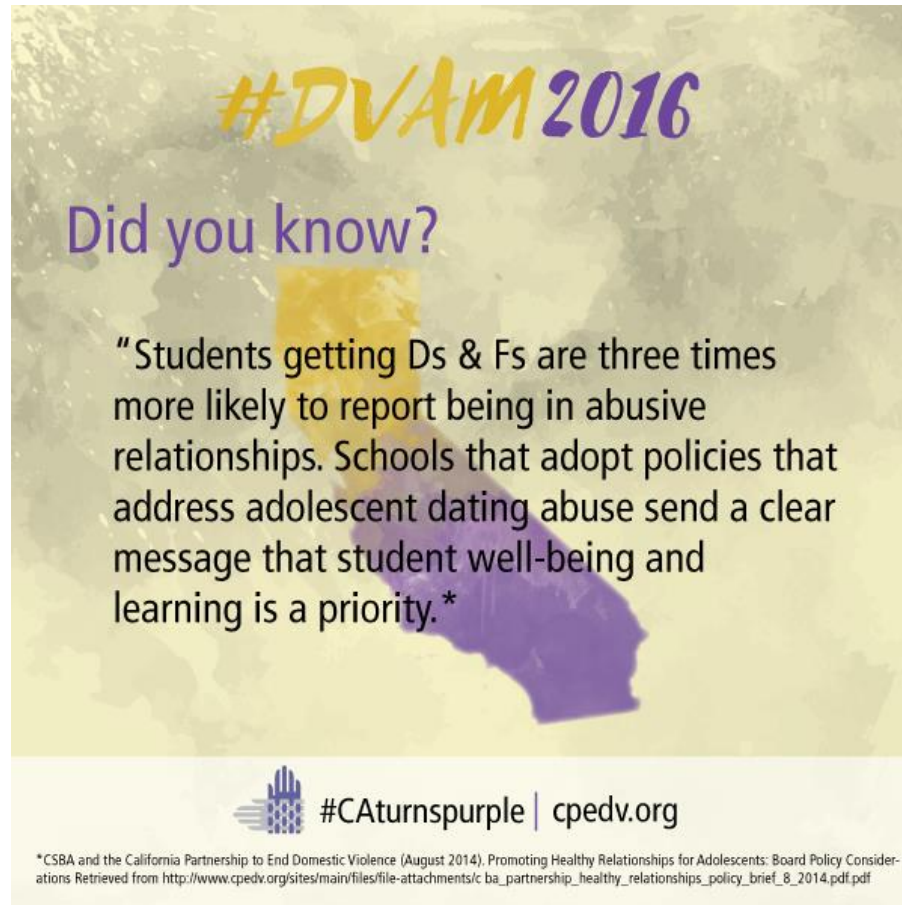
With a School Policy that Promotes Healthy Relationships

Because of school's training, Taylor's teacher recognizes the signs of abuse and offers Taylor a referral to a supportive counselor.



SUPPORT


Shareable Images: Facts

A shareable image with a textured, light green and yellow background. At the top, the hashtag "#DVAM2016" is written in a stylized font, with "#DVAM" in yellow and "2016" in purple. Below the hashtag, the text "Did you know?" is written in purple. A quote in black text follows: "Students getting Ds & Fs are three times more likely to report being in abusive relationships. Schools that adopt policies that address adolescent dating abuse send a clear message that student well-being and learning is a priority.*". At the bottom, there is a logo consisting of a stylized hand with fingers pointing up, followed by the text "#CAturnspurple | cpedv.org".

#DVAM2016

Did you know?

"Students getting Ds & Fs are three times more likely to report being in abusive relationships. Schools that adopt policies that address adolescent dating abuse send a clear message that student well-being and learning is a priority.*

 #CAturnspurple | cpedv.org

*CSBA and the California Partnership to End Domestic Violence (August 2014). Promoting Healthy Relationships for Adolescents: Board Policy Considerations Retrieved from http://www.cpedv.org/sites/main/files/file-attachments/c_ba_partnership_healthy_relationships_policy_brief_8_2014.pdf



Shareable Images: Quotes



My worst fears became a reality when the House passed the AHCA. I need Medicaid to continue to get the care I need to get out of bed, dress, bathe, and eat every day. Without Medicaid, I couldn't stay at the dream job I worked so hard to get.

—Andraéa LaVant
Lives with muscular dystrophy

ACLU



Shareable Images: Calls to Action

CALIFORNIA SAYS: PROTECT SURVIVORS OF DOMESTIC VIOLENCE!

SUPPORT CALIFORNIA'S MOVEMENT TO
END DOMESTIC VIOLENCE. DONATE TO THE #BIGDOG2017
UNDERDOG AT 8 PM ON MAY 4TH!

Bigdayofgiving.org/ca_partnership



Shareable Images: Social Math

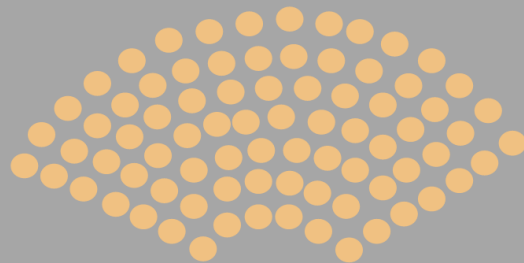
Did you
know
?

5,784

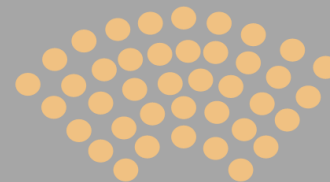
Californians
received services
from domestic
violence programs
in just 1 day.



These victims could fill legislators' seats in the
California Senate and Assembly chambers
48 times over. Be part of the solution.



(Assembly)



(Senate)

Data obtained from the National Network to End Domestic Violence 2014 #DVCounts Census.



Questions



Homework



This month's
homework:

Create one infographic
or host a Facebook Live
Chat



Next Steps

- Did you participate in our in-person trainings? Keep an eye out for a survey.
- Send Micah & Jess any policy progress you're making using any strategies we discussed.
- Get in touch with us! We're available to provide technical assistance.



Contact Us

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