Illinois Action for Children is a catalyst for organizing, developing and supporting strong families and powerful communities where children matter most.

Social Media Advocacy

ELEVATE ENERGY
Smarter energy use for all
Icebreaker

Most popular post on social media and WHY?
What is Social Media?

Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing, and collaboration.
How can social media help you?
From Media to Social Media

• Less money
• Fewer reporters and support staff
• Less time
• More work and demand for information
Creating a Social Media Strategy

• Setting your objectives
• Identifying an Audience
• Selecting the social media platform to focus on
• Gathering resources and materials to share via social media
• Appointing someone or a team of people to manage your social media presence
Principles for Using Social Media

- Be genuine
- Stay focused
- Be reliable
- Get social
3 C’s of Social Media

- **Key messages:**
  - **Clear**
    - Limited to easy-to-understand points that bring focus to your issue position
  - **Concise**
    - Can be expressed in a few characters that can be easily shared
  - **Consistent**
    - Messages should stay consistent and shared often
TWITTER

- **Purpose**: share general announcements, create buzz, engage
- **Tone**: casual
- **Audiences**: general
- **Posting topics**: quick announcements designed to drive audience to other websites or other social media for new content such as reports, program updates, and photos.
- **Posting schedule**: daily, aim for 8 posts, including retweets – Live tweet!
Best Tweets

Elevate Energy
Published by Melissa Ulbricht (Jan) - January 28 - Edited [ ]

Did you know Olney, Illinois is the home of the white squirrels? It's also the home of our future field organizer. We're hiring!
You'll implement community-based strategies to help people save money and energy: http://www.elevateenergy.org/.../field-organizer-olney-illin...
(And here's the deal with those squirrels.)... See More

Elevate Energy @Elevate_Energy - Aug 17

Drum roll... Our 2000th follow is @venkvis of @CarnegieMellon who works on energy storage tech. Thank you Venkat!

Elevate Energy @Elevate_Energy
This 130-year building does it all: daycare, food pantry, classes. So how did we help? http://ow.ly/U0N4L pic.twitter.com/SodDewixyP
Activity: Hashtags!

• In groups you are going to:
  – *Pick an issue you care about*
  – *Come up with a creative hashtag to promote awareness*
IAFC Facebook Campaign

- Governor Rauner’s cuts to Child Care
- Surveys
- Parent and provider stories
Blog

• **Purpose**: share industry developments, offer tips, share new research, program developments
• **Tone**: intellectual but accessible
• **Audiences**: depends on topic
• **Postings**: all original content
• **Posting frequency**: weekly
• **Approximate length**: depends, but a good aim is 350 words. Between 250 and 500 words is ideal.
GO OUT AND GET SOCIAL!