Social Media Toolkit
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INTRODUCTION

About California Family Resource Association

The California Family Resource Association (CFRA) was founded in 2005, and is a statewide membership association of over 300 organizations that serve children and families. CFRA’s purpose is to provide advocacy for the programs, policies, and resources that help families and communities thrive and succeed. CFRA also builds the capacity of our member organizations to impact policy change, partner with local government and community allies, and achieve sustainability. CFRA is an agency of The Child Abuse Prevention Center (CAP Center), an organization with an over 40-year history of preventing child abuse and neglect.

The Value of Social Media

The landscape of engaging community members, donors, potential employees, and other stakeholders is changing. Now, 77% of Americans have a social media account, and by increasing your social media presence, Family Resource Centers’ (FRC) can effectively communicate its impact to hundreds or thousands of people instantly.

What can your FRC Achieve through Social Media?

- Raise awareness about your organization and its cause(s)
- Build or develop connections with community members and other organizations
- Educate and inform your audience about issues
- Achieve better brand recognition
- Join conversations on issues that your organization cares about
How to Use this Guide

We have had a number of FRCs and other family-strengthening organizations tell us the difficulty in creating a social media strategy that outlines efficient content management and engages targeted audiences. We used your responses to our survey of FRCs and their social media practices to tailor this guide to the unique needs of FRC members, including their target audience and available resources. This guide is intended for beginner audiences, but also provides useful content ideas and tools for those at a more intermediate level. The guide is meant to be used in order, but the sections are separate, so feel free to only explore the topics you think will be most helpful for your organization. The toolkit concludes with a social media strategy worksheet so your organization can apply its new knowledge to create an effective and targeted social media presence.

Developing a Social Media Strategy

Your organization’s social media strategy should reflect the goals and values of its larger communication strategy. Key elements to creating a social media strategy are identifying your target audience(s) and their needs, and considering your organization’s time and resources for social media management. Through defining your organization’s social media goals, you can create an achievable and effective social media strategy.

At the conclusion of this toolkit, CFRA has included a Social Media Strategy Worksheet (see page 11) so your organization can use the information from this guide to craft a social media strategy that is tailored to your audience and aligns with your organization’s values and capacity.
Social Media Platforms

The following table provides an overview of some of the most used platforms among family strengthening organizations. To determine which platform is right for you, select the objectives that matter most. Also use the section on “Posting Frequency” as a guide to assess the amount of time and resources needed for each platform.

<table>
<thead>
<tr>
<th>Platforms</th>
<th>Description</th>
<th>Best Used for</th>
<th>Posting Frequency (per week)</th>
</tr>
</thead>
</table>
| Facebook  | Facebook is the most widely used platform. It allows organizations to create an online community to engage users through messages and visual content. | • Engaging community members  
• Brand-building  
• Informing the community  
• Marketing program events | 3-10 times |
| Twitter   | Twitter provides a platform to send quick updates, shout outs, news, and reminders to targeted users. It allows for posts of up to 280 characters. | • Engaging parents  
• Informing the community  
• Sharing real-time updates | 5-unlimited times |
| LinkedIn  | LinkedIn offers a professional networking platform that focuses on organization-related discussions and information. | • Marketing program events  
• Recruiting employees  
• Building partnerships | 2-5 times |
| Instagram | Instagram prioritizes visual content and is popular among those aged 18-29 and Hispanic and African-American groups. | Creating and maintaining a brand | 4-7 times |
| YouTube   | YouTube is the premier video-sharing platform. Organizations can create videos that highlight events or provide information on available services. | • Providing an overview of services  
• Sharing event recordings  
• How-to videos and demonstrations | A few new videos every other month |
Facebook
Page versus Profile versus Group

- **Page**: Most commonly used by businesses and organizations. Pages are moderated by administrators, but your FRC can communicate with your audience through posts and Messenger.
- **Profile**: Individuals use profiles to share personal updates and to connect with friends, family, and others online.
- **Groups**: A group of individuals create groups to share ideas and connect with others with shared interests. An example of a group is a study group or online support groups. Groups allow administrators to control who joins the group.

**Tips**

- Make sure to regularly update links and contact information on your page
- Use engaging material such as pictures, videos, polls, and other materials often
- Follow an organization to connect with them and view their content in your feed
- Never include personal information about yourself, staff, or the children and families your program serves.
- Engage with your audience’s comments, private messages, and tags

Twitter
**Tips**

- Use bit.ly (see Resources) to shorten links and save characters
- Use engaging images and videos
- Ask questions and run polls to engage your audience
- Retweet: Re-post others’ content in your network that match your FRC’s purpose and values
- Keep each tweet focused on one specific message rather than trying to communicate multiple things
**Hashtag 101**
Hashhtags allow your FRC to engage with families, organizations, and the wider community by creating discussion. When creating a hashtag to use, consider how you want the hashtag to align with your broader social media and communication strategies.

The most common types of hashtags are the recurring and campaign-specific hashtags. Use the following table to determine which will best meet the current objectives of your organization.

<table>
<thead>
<tr>
<th>Description</th>
<th>Recurring Hashtag</th>
<th>Campaign-specific hashtag</th>
</tr>
</thead>
<tbody>
<tr>
<td>A part of the brand’s overall messaging and communications strategy, so is used regularly over time</td>
<td></td>
<td>These are used for a particular promotion, such as for an event</td>
</tr>
<tr>
<td>Examples</td>
<td>#ShareACoke by Coca-Cola</td>
<td>#GivingTuesday</td>
</tr>
<tr>
<td>Benefits</td>
<td>Allows users to share their content that relates to your FRC</td>
<td>These have a shorter lifespan, and can be tied to a specific campaign</td>
</tr>
</tbody>
</table>

Creating a hashtag
- Create a hashtag that:
  - Ties into your content and FRC and is simple to understand
  - Overlaps with current events and trends for increased visibility
  - Is actionable: asks a question, is a call-to-action, produces an emotion, and/or requires engagement to encourage responses

Other tricks:
- Use words that don’t start and end with the same letter (#goingglobal) as they look confusing
- Keep your hashtag to fewer than three words (#goodtimesroll)
- Use trending topics, but don’t solely rely on them
- Ask around to make sure your hashtag might not be interpreted inappropriately with changes in capitalization or due to slang terms

Using your hashtag:
- Avoid posting your hashtag too often
- Include a maximum of two hashtags per post
- Track which hashtags had the most engagement over a period of six months or a year to plan future hashtags
Messaging and Brand Development

Messaging allows you to tell your story and show, rather than tell, what you offer and the impact of your services. Your overall messaging should have a mix of engaging those in your network and your audience, and promoting the services and events that your organization offers. The Golden Rule in social media is to have 60% others’ content, 30% your organization’s content, and 10% promotional.

**Featuring an FRC Program**

Part of telling your story is to share with community members the services and resources your organization provides. If your organization is introducing a new program, holding a class, or wants to remind community members of services you have been offering, highlight them. An example post of featuring a program is below.

![Image](https://www.usda.gov)

Today is Farmer’s Market Day at Imagine FRC! Stop by to get fresh fruits and vegetables from 8-10AM at 1100 Way, Mythical, CA. Vendors accept cash, credit, and CalFresh EBT.

Picture Credit: USDA.gov
Creating and Managing Content

Once you have established your social media strategy and determined your message, the next step is to articulate your message through your content!

Below are a few key considerations for content development and management:

- During the initial implementation phase, ensure your team has a sufficient level of time and people involved. This part of the process can be particularly time-consuming as you develop a vision, strategy, and message that will best engage your target audience.
- As a precaution, develop a comment policy. Establish who and/or how your organization will respond to inappropriate comments.

Time-Saving Tips
Managing an active and engaging social media account can be time-consuming, however there are a number of resources to help your organization save time:

- Use tools such as Canva to find templates for posts that you can use for Facebook, Instagram, and Twitter. They also offer a selection of free pictures!
- Content calendars allow you to create a regular posting schedule, helping your organization create a sustainable relationship with your audience.
  - Make it collaborative by making it a shareable spreadsheet via a service such as Google Drive or Microsoft Office

Content Ideas

<table>
<thead>
<tr>
<th>Photo or Quote of the Day</th>
<th>Statistic of the Day</th>
<th>Shoutouts and acknowledgements</th>
<th>Celebrate holidays, staff birthdays, months dedicated to a cause or heritage</th>
<th>Share stories and news related to issues that impact your program and/or community</th>
</tr>
</thead>
<tbody>
<tr>
<td>Question of the day</td>
<td>Inspiring Story of the Week</td>
<td>Promote events for the week</td>
<td>Share resources</td>
<td>Highlight an issue</td>
</tr>
<tr>
<td>Highlight a Community Hero</td>
<td>Highlight on research</td>
<td>Promote local weekend events</td>
<td>Event recap (with pictures and/or video)</td>
<td>Spotlight on staff</td>
</tr>
<tr>
<td>Throwback Thursday</td>
<td>Share job opportunities</td>
<td>Program success stories</td>
<td>Behind the scenes look at your organization</td>
<td>Share the events of local partner organizations</td>
</tr>
</tbody>
</table>
Conclusion

The strength of Family Resource Centers and other family strengthening organizations is their ability to connect, educate, and inspire their communities. This guide shows that your organization can create a social media strategy to further captivate your audience to inform and connect.

The social media landscape may change as platforms adapt to the wishes of users, but your organization’s development of a social media strategy creates a strong message and brand that can adapt regardless of the platform. As you develop and refine your social media strategy, embrace the exciting and expansive tool that your organization can tap into FOR FREE.

While you develop your social media strategy and take the next step to implementation, remember to acknowledge your successes along the way. Creating a sustainable and engaging social media presence can take time, but do not be afraid to take risks and learn from mistakes as you explore this medium.

Congratulations on taking this step to connect more broadly and on a deeper level with your audience, and we are proud to support your work in building stronger families across California!
Resources*

Post Creation and Templates
Canva
This graphic design tool offers post templates for the most popular social media platforms, and provide a range of designs to choose from
https://blogs.constantcontact.com/nonprofits-use-facebook/

Crello
This online image editor allows you to create posts, covers, and graphics to use on social media and also has templates
https://crello.com/templates/social-media/

Content Scheduling
Allows your organization to manage multiple social media profiles, create a publishing calendar, and auto-schedule posts
https://hootsuite.com/plans/free

News
CFRA Week-in-Review
A snapshot of news that relates to the work of family resource centers and the communities they serve
http://www.californiafamilyresource.org/pages/14

Rough & Tumble
Provides the latest headlines and news of California public policy and politics
https://www.rtumble.com/

Response Flowchart
Air Force Web Posting Response Flowchart
A resource on how to respond to a user’s derogatory or inappropriate comment or post

Hashtag Analytics
- Hashtags.org
- Trendsmap
- Hashtagify
- RiteTag

*Please note that the California Family Resource Association does not endorse or promote any of the above resources, and they are offered for informational purposes only.
Bibliography

https://www.usda.gov/media/blog/2014/10/02/continued-support-local-food


https://sproutsocial.com/insights/create-a-hashtag/
Social Media Strategy Worksheet

Use this worksheet to develop a multi-pronged approach to identifying your target audience, determining objectives, and creating a relevant and engaging brand.

**Target Audience**

*Define Audience*

- Describe who you want to reach using social media. Be as specific as possible (i.e. mothers with children younger than three living in rural communities).

*Define Audience Communication Needs*

- How and when does your audience access information? Think of what times have proven most successful for your community’s access to your organization’s services.

**Objective**

- Objectives may include:
  - Inform community members about services
  - Attract potential donors
  - Share current events and trends that impact families and children in California
  - Collaborate with local partners

- What do you want to achieve through your social media outreach and communication? This could include something you want your target audience to do as a direct result of experiencing the communication.

- Describe how your social media objectives support your organization’s mission and/or overall communications plan.

**Message Development**

- Reflect on the mission and goals of your organization, your target audience, and the objectives set above to develop a few central messages and themes you want to express to your audience.

**Resources and Capacity**

Though social media platforms are free to use, social media management can take a considerable amount of time and resources. Use the following questions to evaluate what resources you have available to create an engaging social media presence.

- Are there any personnel with previous experience in social media development and management? If so, what kinds of experiences do they have?

- Are personnel available to post content regularly? If so, who will be responsible for developing and maintaining the social media pages?

- How much time would your staff have available to devote to social media?

- Will your organization use paid promotions to boost its advertisements? If so, how much financial capacity does your organization have to do so?

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Create a SMART objective

- **Specific** – What exactly are we going to do for whom?
- **Measurable** – What is the source of measurement and is the goal quantifiable?
- **Achievable** – Can the objective be achieved in the proposed time frame with the resources available?
- **Relevant/Realistic** – Is the objective consistent with the organization’s overarching communication goal?
- **Time-bound** – What are the deadlines?
Identify Social Media Tools

- Refer to the social media platforms overview (page 3) to determine what social media platform(s) best aligns with your organization’s capacity and social media objectives.
- Use the resources section of this toolkit (page 9) to determine what tools will help your organization in social media development and management.

Evaluation

- What are your organization’s measures of success for your social media strategy? Refer back to your objectives to establish quantifiable measures of success, such as increased number of likes, increased number of followers, etc.
- Surveys can also help determine how your followers have benefited from your page through asking questions related to whether your page helped increase their knowledge of services, events, and/or news. You can also survey your followers to see if there is any additional information they would like to see, as this can help you create a more targeted strategy.