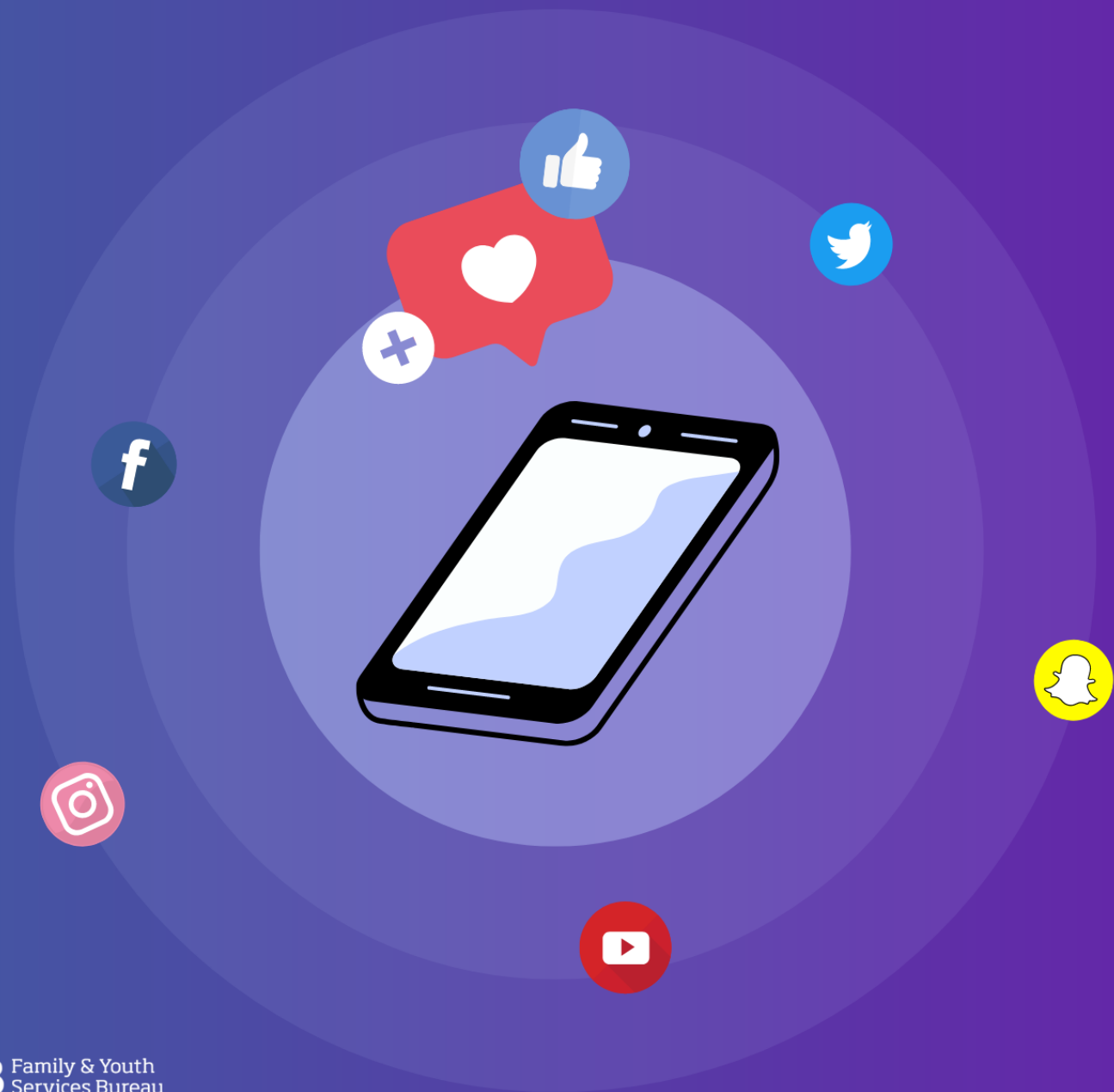# Increasing Impact Through Social Media

A Roadmap for Adolescent Pregnancy Prevention Programs

WELCOME!

Welcome to *Increasing Impact Through Social Media*, a roadmap on integrating social media into adolescent pregnancy prevention (APP) programming. Use this guide to begin using social media in your recruitment and retention efforts or to enhance your current social media strategy. There are compelling reasons why organizations should invest the time, staff, and funds to strategically engage youth and adults in the community through social media.

- **Your program has an important story to tell.** As an APP grantee, you play a critical role in preparing our nation's youth for successful futures. You may face challenges in gaining community buy-in, trust, and appreciation for your programming. Therefore, it is imperative that your community members (youth, parents, guardians and other caregivers, and other partners) hear directly from you about your work. By sharing your story through social media, you increase transparency, control your own narrative, and build community trust. In turn, this boosts youth recruitment and participation and enhances the impact of your prevention efforts.

- **Social media is a powerful tool.** A 2014 study found that 97% of nonprofit organizations use Facebook to increase their visibility and engage with online audiences (Creedon, 2014). Social media is a powerful tool when it comes to reaching youth. According to a Pew Research Center survey of American teens, in 2022, 97% of teens aged 13–17 reported being online daily, an increase of 5% since 2014. The study also revealed that 95% of teens aged 13–17 use YouTube, 67% use TikTok, and 62% use Instagram (Vogels et. al., 2022). The landscape of social media is constantly changing, but digital spaces will likely continue to be a gathering place for teens. As APP grantees, you can use this information to your advantage by embracing social media and incorporating a social media strategy into your operations to increase visibility and connect with youth, parents and other caregivers, partners, and other interested parties.

This guide provides a roadmap to help you craft your social media strategy. The checkpoints below will help you get started:

Checkpoint 1: Your Objectives and Audience explains how to identify your objectives in using social media and determine your priority audiences.

Checkpoint 2: Social Media Platforms discusses the variety of platforms you can use to reach your audiences.

Checkpoint 3: Create Content will help you create content for your social media account.

Checkpoint 4: Manage Content will walk you through how to manage your newly developed content.

Checkpoint 5: Evaluation will teach you how to measure the progress of your social media outreach using key social media metrics.

Checkpoint 6: Expanding Reach discusses how you can use advertising and promotions and work with youth influencers to broaden the number of people who see and engage with your posts.

The last section will give you some additional ideas for engaging youth once your organization has established itself in the online space. These engagement strategies are categorized in order of feasibility and level of experience. **Walk, Jog, Run, and Fly! strategies** are not exhaustive lists but can serve as inspiration for you and your organization as you learn to engage youth and other audiences with social media!

By putting the suggestions outlined in this guide into practice, you will be able to craft your own social media strategy statement like the one below. Harnessing the power of social media will help you increase the visibility and impact of the efforts your program is making toward preventing adolescent pregnancy in your communities. Happy strategizing!

EXAMPLE SOCIAL MEDIA STRATEGY STATEMENT:

"We will reach out to youth between the ages of 13 and 17 in the greater Boston area through the use of Instagram and Snapchat, to spread the word about live pop-up events we hold once a month. We aim to use this type of outreach to increase youth enrollment and retention by 25% over the next year. We eventually hope to activate a team of youth digital ambassadors who engage their peers through these platforms by sharing their own stories and experiences with our program. We will also engage these youth ambassadors to create fresh and relevant content and monitor the social media accounts. We will measure success by tracking reach, impressions, and engagement rates."

⊙ CHECKPOINT 1: YOUR OBJECTIVES AND AUDIENCE

Consider what social media can do for your program by first creating objectives for your social media efforts. Some grantees have used social media to enhance recruitment and retention of youth participants, while others use social media to foster partnerships to support APP efforts and boost their reach. Still others use social media to disseminate resources and tools to facilitators, teachers, parents, and providers.

You can make your objectives "SMART": *specific, measurable, attainable, realistic, and time-sensitive.* Example social media SMART Objectives:

- Over the next year, we aim to increase the followers on our program's Instagram page by 5%.

- In 6 months, we will have partnered with three youth-serving organizations in collaborative posts on our social media platforms to expand our reach.

- In 3 months, we will have identified five local youth influencers who will amplify our social media presence by re-posting our content.

TIP
Look for **key terms** related to social media in **Appendix A**.

After you have identified a few SMART objectives for your social media efforts, you should identify your audience—a crucial step in planning your organization's social media strategy. As you start to map out your program's social media strategy, ask yourself, "who is my program trying to reach on social media and why?" More than 70% of people use some form of social media, but trends in usage vary widely by age, race, income, education, and gender (Auxier & Anderson, 2021). It's important to have a clear understanding of who you want to reach so you can identify the best platforms, types of content to develop, and promotion strategy tailored to fit your intended audiences. Use the **Social Media Strategy Tool**, a supplement to this guide, to identify your program's intended audience and your reasons for engaging your audience in your social media strategy.

Social media is about people, relationships, and social networks, so try to gain an understanding of your audience before diving in. Ask questions about their likes, dislikes, and social media habits. By understanding your audience, you will communicate with them more effectively and increase trust and buy-in. Check out this example audience persona for ideas on how to develop a persona profile of a potential member of your social media audience.

Talk with your program participants. Ask your program participants which social media platforms they use the most and where they would most likely engage with your social media content. Ask questions to determine what types of content they would like to see from your program. For example, you could determine whether they prefer photos, illustrations, or animated content; whether they appreciate learning about a topic through data or stories; or whether they enjoy participating in surveys or polls.

If you cannot talk with your audience, review their social media habits. Search for key influencers and decision makers from your participant population or a similar demographic on social media and see what platforms they use and what types of content they are sharing with their followers. Get insights into what type of content your intended audiences are consuming by using social media listening, a technique that allows you to examine real-time conversations on social media so you can see mentions of specific topics.

Explore market research. After you establish who you are trying to reach in your social media efforts, obtain information about your intended audience's social media habits from reputable sources such as the Pew Research Center.

⬤ CHECKPOINT 2: SOCIAL MEDIA PLATFORMS

The platforms you choose serve as access points to your audience, so it is important to select them carefully while keeping your audience and objectives in mind. Although YouTube and Facebook continue to be the most commonly used platforms among U.S. adults (Auxier & Anderson, 2021), the table below shows that platforms such as Instagram and TikTok have rapidly risen in popularity among younger audiences in recent years (Vogels et. al., 2022).

Top Social Media Platforms for Teens
% of all teens aged 13-17 who use...
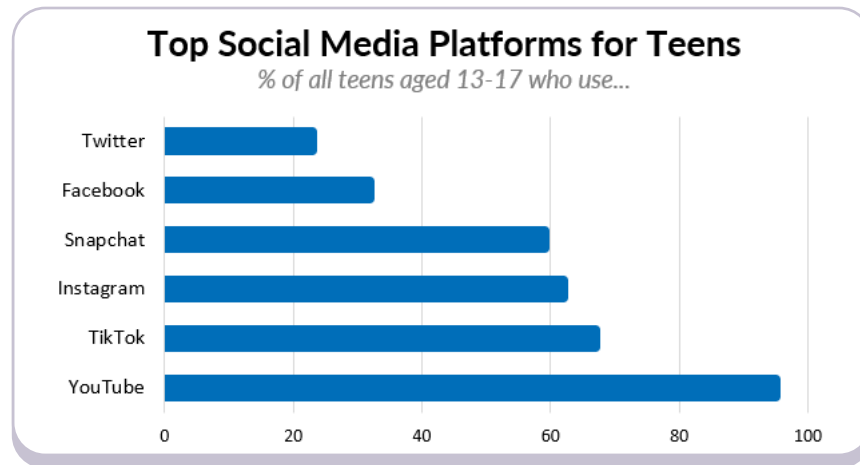
Source: [Pew Research Center, August 2022, "Teens, Social Media and Technology 2022"](#)

Although many social media platforms are free, they still demand your time. Each platform requires strategic planning and comes with its own considerations for creating and sustaining engagement. Use **Table 1, Social Media Platforms**, to learn about key attributes and considerations for each social media platform, then decide which might be best for your organization according to your objectives and audience.

Table 1. Social Media Platforms

Platform	Primary Audience (Auxier & Anderson, 2021)	Estimated Time for Maintenance	Optimal Post Length (McLachlan, 2022)	Frequency of Posts (Hill, 2022)	Quick Tips
Blog	Adults aged 18–29	5–10 hours per blog post	1,200 words	At least 1–2 per month	Ask a question at the end of the blog post to get readers' feedback

When to use: When you want to provide more in-depth information and discussion around specific topics.
When not to use: When you do not have time, capacity, or resources to update content frequently.

Platform	Primary Audience (Auxier & Anderson, 2021)	Estimated Time for Maintenance	Optimal Post Length (McLachlan, 2022)	Frequency of Posts (Hill, 2022)	Quick Tips
Facebook	Adults aged 18–64	4–6 hours per week	80 characters or fewer	4–5 posts per day	Photos, infographics, and videos increase engagement

When to use: When you want to foster relationships and conversations, promote events, and share photos or videos.
When not to use: When your content is lengthy and you want everyone to see it, because your posts will not appear on everyone's newsfeeds.

Platform	Primary Audience	Estimated Time	Optimal Post Length	Frequency of Posts	Quick Tips
Instagram	Ages 15–29	2–4 hours per week	Photo or video; 150 characters for captions	1–2 posts per day	Use hashtags and geo-tagging in your content to boost visibility and reach

When to use: When you want to share photos, graphics, videos, and stories of your program participants and collaborators about your program.
When not to use: When content is text-heavy or when the image is poor quality.

Platform	Primary Audience	Estimated Time	Optimal Post Length	Frequency of Posts	Quick Tips
LinkedIn	Adults aged 18–64	5–10 hours per month	25 words or less	No more than 1 post per day	Form partnerships by sharing lessons learned and effective strategies from your program

When to use: When you want to share knowledge, connect with potential partners, or fundraise for events.
When not to use: When you want to connect with your priority audience rather than other organizations in the field.

Platform	Primary Audience	Estimated Time	Optimal Post Length	Frequency of Posts	Quick Tips
Pinterest	Adults aged 18–64	2–3 hours per week	Photo; 200 characters for captions	No more than 1 post per day	Create theme-based boards

When to use: When you need to explain a complex process or concept through photos and infographics (e.g., a "how-to" tutorial) from your own organization and others.
When not to use: When content is text-heavy or does not have a strong image to accompany it.

Platform	Primary Audience (Auxier & Anderson, 2021)	Estimated Time for Maintenance	Optimal Post Length (McLachlan, 2022)	Frequency of Posts (Hill, 2022)	Quick Tips
Snapchat	Ages 15–29	2–3 hours per week	Vertical video; 15 seconds	Varies	Stories ("snaps") have a lifespan of 24 hours maximum

When to use: When you want to engage your audience in real time, share an event, provide a brief tutorial or tips, and personalize content with filters and tags.
When not to use: When content requires longer videos with detailed captions, public comments, or playlists.

Platform	Primary Audience	Estimated Time	Optimal Post Length	Frequency of Posts	Quick Tips
TikTok*	Youth aged 13–17	2–4 hours per week	7–15 seconds	1–4 posts per day	Create content using trending TikTok audios to boost engagement

When to use: When you want to connect with a youth audience in an authentic way.
When not to use: When content requires longer videos or detailed captions.

Platform	Primary Audience	Estimated Time	Optimal Post Length	Frequency of Posts	Quick Tips
Twitter	Adults aged 18–29	2–4 hours per week	100 characters or fewer	3–4 posts per day	Photos, infographics, and videos increase engagement; using hashtags and tagging other accounts increases reach

When to use: When you want to provide instant updates about events, have topic-specific conversations, and share news articles or tweets from collaborators.
When not to use: When content requires relationship building or explanation.

Platform	Primary Audience	Estimated Time	Optimal Post Length	Frequency of Posts	Quick Tips
YouTube (videos)	Ages 13–64	5–7 hours per video	7–15 minutes	At least 2 videos per month	Share trainings and interviews via video

When to use: When you want to share stories and detailed tutorials.
When not to use: When events or content require real-time storytelling.

*As of December 2022, download or use of TikTok on a government device is prohibited (No TikTok on Government Devices Act, 2022).

CHECKPOINT 3: CREATE CONTENT

Now that you have considered your objectives, audience, and platforms, it's time to brainstorm the types of social media content you will create and share to achieve your objectives. Focus on providing interesting content to engage your priority audience when it appears on their devices and newsfeeds. Review the following tips to help you get started with your content creation planning:

- **Create an editorial calendar.** Plan your social media activities. Start by creating an editorial calendar to help you plan out a schedule for posting content. On the calendar, you might decide to identify key dates, events, and opportunities that align with the topic of your content and plan to share that content on those dates. Editorial calendars can be simple or elaborate, but they all share a common goal of organizing and planning content. They also ensure that you post consistently. See the sidebar for key elements of an editorial calendar and download this template to get started.

Editorial Calendar: Key Elements
Publish Date
Author
Headline
Status
Call To Action
Category of Content (e.g., news, tips, upcoming event)

- **Build a content library.** If you feel overwhelmed by the idea of creating new and unique content, you can build on a customizable social media template by conducting a quick Google search or use pre-existing content such as videos from an event that you hosted that can be repurposed and presented in different formats. Consider keeping a collection of content or templates to facilitate content development and maintain consistency in your posts.

- **Keep your posts simple.** If you do decide to create your own content from scratch, make sure your messages are accurate, consistent, and based on science. You also want them to be in plain language, attention-grabbing, and actionable. Less is more!

- **Vary your content types.** Use content creation tools such as Canva, Animoto, or Piktochart to create custom graphics with your organization's branding. Keep your audience engaged by posting content in formats beyond simple text, such as photos, videos, or infographics. You can also share photos and videos from APP programming events.

IDENTIFY A DIGITAL AMBASSADOR

Ask someone in your organization with social media expertise or interest to act as a digital ambassador. This person's role is to help build community, share your program's story, and create content that helps you achieve your objective. If your objective is to better engage youth, you might consider identifying a youth ambassador to manage youth-facing social media accounts or a series of posts.

- **Encourage engagement and ask for action.** Cultivate relationships with members of your community by asking them questions, encouraging their feedback, inviting them to share your content, and finding ways for them to get involved in your efforts. As often as possible, include a call to action with your posts even if it is as simple as liking or sharing the post.

- **Collaborate with others and cross-promote content.** Improve partner relationships and create new ones by liking or sharing partners' content online. They'll likely reciprocate, thereby extending the reach of your efforts and exposing you to new audiences.

- **Remember to start small.** The array of social media options may quickly become overwhelming. If so, return to your objectives to focus and prioritize. Consider first adopting low-risk strategies and platforms, such as a Facebook or Instagram page, and then build on your successes.

- **Practice by doing.** The best way to learn and understand social media is to start using it yourself. Don't be afraid to experiment on your own and apply what you learn to your program's efforts.

CHECKPOINT 4: MANAGE CONTENT

Coordinating the dissemination of social media content can be time consuming. However, you can streamline the process by using social media management tools such as Buffer or Hootsuite. Most social media management tools allow you to preschedule individual posts by linking your social media accounts to the tool and allowing you to upload your graphics and captions for release at a specific date and time in the future. Many tools can even track the performance of your posts for metrics and evaluation.
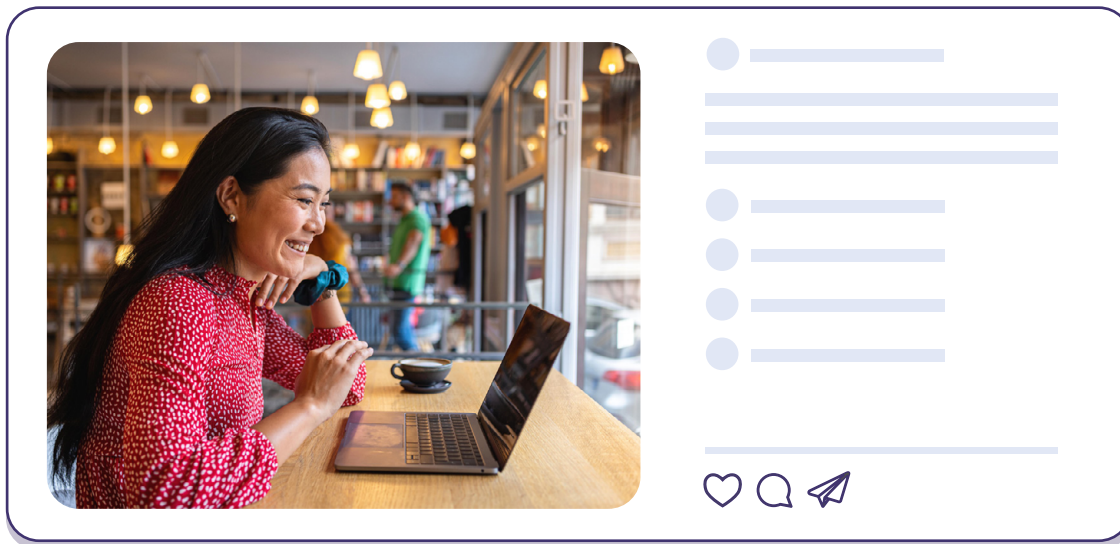
Besides Buffer or Hootsuite, there are many different social media management tools on the market that vary in price and capabilities. It's important to research the benefits and drawbacks of each platform carefully and select the best tool that fits the needs and budget of your program. Use the **Social Media Strategy Tool** that accompanies this guide to research two or three social media management tools your program could use to manage your social media content.

Additionally, consider how you will manage and moderate comments on your posts. Responding to both positive and negative comments can indicate to your audience that your organization takes engagement seriously and values audience feedback. It is also helpful to have a plan for how to respond to negative comments. Sometimes social media users leave comments meant to discredit your work, while others express personal opinions that might not align with your organization's values. It's good to plan ahead of time how you will handle these comments. You can keep sample responses in a social media manual that you create, or you can have a designated social media manager/digital ambassador who can respond to comments.

⊙ CHECKPOINT 5: EVALUATION

How will you know when your social media efforts are working? Monitor which social media posts perform better than others and why so you can continuously improve your social media strategy. Monitoring your efforts also enables you to clearly demonstrate your impact with youth and other relevant audiences and collaborators in the community. For example, the number of individuals who interact with your social media content through likes, comments, and shares can indicate your level of reach and influence.
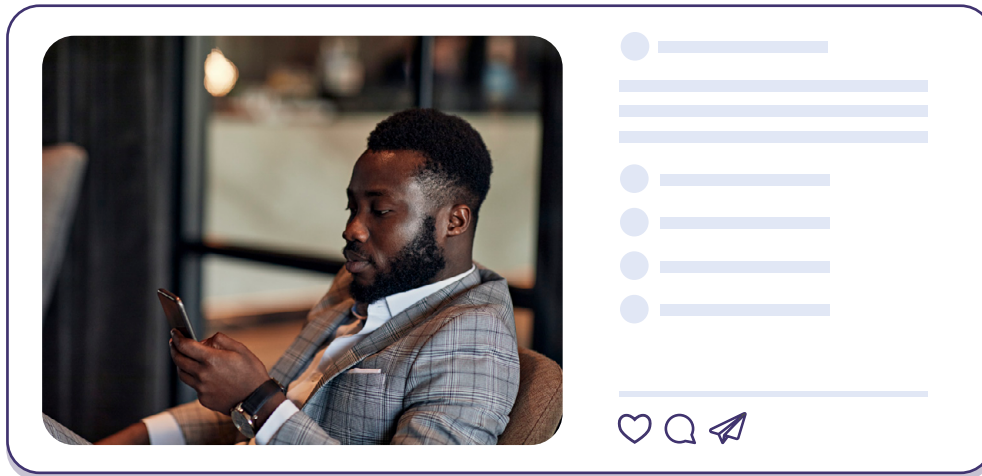

Table 2 shows some types of data you can collect to monitor your success. Many people know that the number of followers an account has is important, but there are several metrics that can give more nuanced insight into the performance of your content.

Table 2. Common Social Media Metrics

Metrics	Definition	Purpose
Engagement	The number of times your post was liked, saved, and commented on.	This metric gives you insight into how your content encourages viewers to focus on your posts and interact with them.
Engagement Rate	Total engagement in a specific period divided by the number of followers.	This metric can give you insight into how well your content is engaging users in relation to the number of followers your account has.
Impressions	The number of times a post appeared in a user's timeline.	This metric will let you know how often your content is showing up on users' feeds, but it does not distinguish between unique users, nor does it let you know if users interacted with your post.
Reach	The number of people your post reached.	This metric gives you insight into how many unique individuals viewed your posts.

CHECKPOINT 6: EXPANDING REACH

The most effective way to grow your social media followers and expand your reach is to promote your posts and create ads. In other words, some social media platforms, like Instagram, allow you to "boost" posts you've shared, while other platforms, like Snapchat, Facebook, and LinkedIn, allow you to run ads through their ad managers. Ads can help you achieve specific goals, like driving traffic to your website or reaching certain demographics.

The biggest question many people have about employing social media ads has to do with budget and the amount of money they should dedicate toward ads to be effective. **The bottom line is you don't have to spend a lot of money on ads to achieve a good result.** This is particularly true if you are just trying to reach people in your local community versus a nationwide audience. You can determine how much to spend based on the needs of your program. Use the accompanying **Social Media Strategy Tool** to see if using social media ads might be right for your program. Remember, an important part of any social media strategy is to continuously monitor your metrics to understand which content performs the best to optimize your budget and approach.

COMMON AD GOALS

- Driving traffic to a website
- Getting people to visit your profile
- Reaching certain demographics and populations
- Increasing the video views, likes, and reach of your content

Social Influencers

Many brands and organizations partner with "influencers," or "creators," to expand their reach and increase the perceived legitimacy of their services or messages. They act as a bridge between you and your audience because they already have trust and buy-in with the community you are hoping to reach. You can also successfully leverage social influencers as part of your social media strategy. To get started, consider the process below:
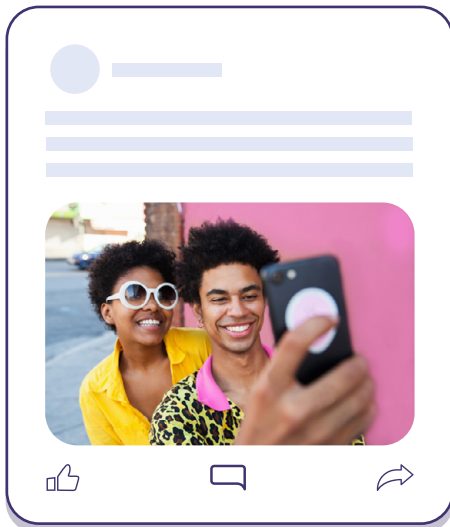
- **Plan:** Establish goals and guidelines for a potential partnership What are you hoping to get out of working with an influencer? Does your program have the budget to compensate an influencer, or will you need to work with an account that will not require payment?
- **Identify:** Develop selection criteria to locate credible accounts that align with your mission and values. Review their social media posts to ensure they are not promoting products or behaviors that might conflict with your messaging.
- **Contact:** Create a short, personalized pitch that outlines what you are looking for and how the partnership might benefit them.
- **Collaborate:** Determine the specifics of the partnership. Will you send them content to post, or will they be responsible for developing content?
- **Measure:** Evaluate key performance metrics from influencer posts.

NEXT STEPS

You might end your work here by crafting your own social media strategy statement (see the accompanying **Social Media Strategy Tool**). You should now have plenty of information, strategies, processes, and tools for using social media to engage the youth, parents, and partners in your community. However, if you'd like additional inspiration, check out the ideas in the next section and see **Appendix B**, **Resources**, for more information, ideas, templates, and tools.

## ✈ TAKE OFF!: GET READY TO WALK, JOG, RUN, FLY!

Now that you have learned the basics, check out these recommendations on how to engage your audience and take your social media activities to new heights. Organizations vary greatly in their social media experiences and capacities. Consider your program's social media maturity using the framework "Walk, Jog, Run, Fly" to help you identify where on the spectrum your program currently fits. It's important to recognize that every program, no matter what level of social media maturity, has the capacity to grow!

Walk Strategies

- **Follow your colleagues and amplify their content.** Social media is about connections and conversations. To grow your networks while expending minimal resources, share or retweet content from sources you respect, like your partners and other potential collaborators. Follow their accounts and promote their initiatives and perspectives. They may even share your content in return! Start by following the Family and Youth Services Bureau's accounts:

    - Family and Youth Services Bureau Facebook Page. Like, comment, and share posts.

    - @FYSBgov on Twitter. Reply, retweet, and favorite tweets.

    - usgovACF YouTube Channel. Watch, share, and like posted videos.

    - @wethinktwice on Instagram. Like, comment, and share posts.

- **Repurpose your program's existing content.** Developing social media posts doesn't have to take an eternity. Repurposing existing content can help you use your time efficiently. Be creative when repackaging your existing resources into social media posts:

    - Data or images from PowerPoint presentations and annual reports **»** Infographics!

    - Performance measures and evaluation reports **»** Attention-grabbing statistics!

    - Photos from events **»** Promotional posts!

    - Event videos **»** Facebook Live or Instagram Live!

    - In-person trainings and testimonials **»** YouTube videos!

    - E-newsletters or e-blasts **»** Reminders and event posts!

    - Blog posts **»** Impactful quotes as tweets!

- **Share blog posts and news articles.** Most news sites and blogs provide social media share buttons, which make it quick and easy to post articles and posts directly onto your platforms. Enhance these posts by adding your own perspective or a contextual link to your program. For instance, if you're sharing an article on national teen pregnancy rates, mention one way your program is working to reduce rates. Start by sharing our *The Exchange* blog posts on Twitter!
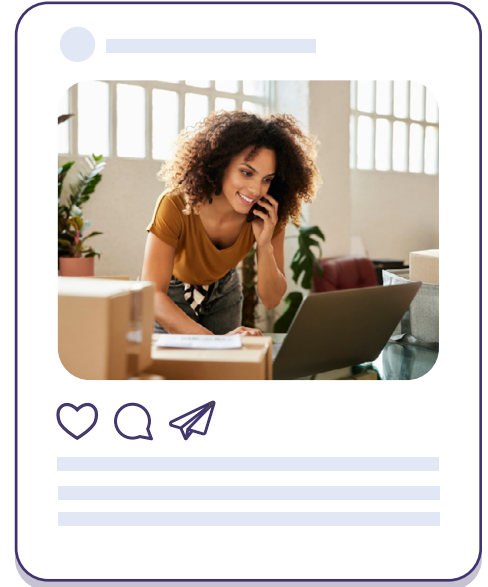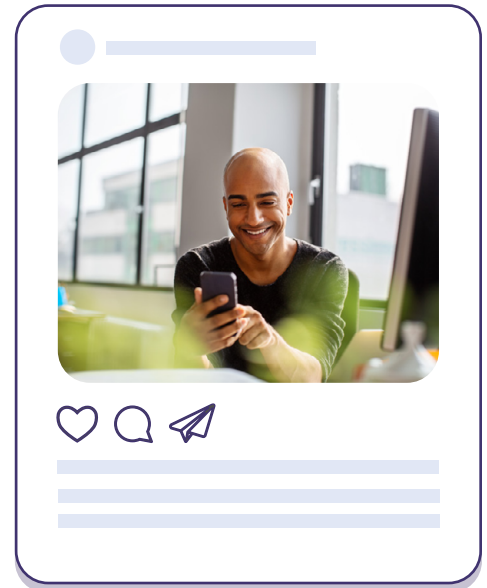
Jog Strategies

- **Create your own visual materials.** It's true: A picture is worth a thousand words. Visual content can help tell your story and boost engagement. Unfortunately, creating visuals can take time and resources. That is where _The Exchange Studio Tool_ comes in. Use The Exchange Studio Tool to add your logo to existing infographics and tip sheets that you can share on Facebook, Instagram, and Twitter, or use free tools such as Canva or Pablo by Buffer to quickly add statistics, quotes, or quick facts to photos or graphics.

Run Strategies

- **Make your own pop quiz.** Challenge your social network to a different "pop quiz" each week by posting "yes/no" and "true/false" questions across social media. This might be something to try during a specific health observance, such as Teen Pregnancy Prevention Month, Valentine's Day, Teen Dating Violence Awareness Month, or prom season. Check out FYSB's infographics and tip sheets to get ideas for questions. Use Instagram's interactive survey features (polls, quiz stickers, question stickers, and emoji sliders) to receive and share feedback and opinions.

  - The polls feature is a simple, one-question approach to engaging your audience. Users can choose from two options to share their opinions and can see which choice is in the lead after voting. They might even be tempted to return to the story to view updated results.

  - The quiz sticker feature allows you to write a question and provide multiple-choice options. This is a great way to learn about your followers and to share information by highlighting the correct answer to a question.

  - The question sticker can help you collect and answer frequently asked questions about your program.

  - The emoji slider allows you to ask questions and gives your followers a fun way to let you know how they feel about something by dragging the emoji to the left or right.

- **Publish a blog post, Tumblr post, or e-newsletter feature.** Do you find that you have a lot to say about preventing teen pregnancy and preparing youth for adulthood? If your ideas cover more than one post, consider starting a blog. Some websites will let you add in a blog feature, or you can use a site like Tumblr or Medium to publish your thoughts. The Grantee Network on _The Exchange_ is also a great place to publish your thoughts and have fellow APP grantees like, share, and respond. Don't forget to share your posts on your social media channels!

- **Optimize your digital presence.** Streamline your activities by using a "hub and spoke" approach. A central "hub" connects and links to your content across different types of social media. A website often serves as an ideal hub, with social media platforms as "spokes" directing users back to the central hub. However, any social media tool can serve as your hub if you don't have a website. Consider your program's capacity; you may want to prioritize just one or two spokes—or focus on your hub, rather than trying to do it all.

Fly! Strategies

- **Host a video contest among the youth in your network.** Harness the creativity of the youth in your program by challenging them to compete in a video contest! Completed videos can be posted to your social media accounts to increase your exposure. If you choose this engagement strategy, send us an email (APPTTA@rti.org), and your video could be featured on The Exchange. Make sure to obtain signed consent from participants before sharing their videos and photos. With minors (under age 18), you will need consent from parents or guardians. See an example post below promoting the 5 Ways to Beat Boredom video contest created for the *We Think Twice* campaign.

GIF for Partners	Post Copy
"NOW YOU TRY!" HOBBY CONTEST - HOW TO ENTER - CREATE A SHORT VIDEO TUTORIAL UP TO 90 SECONDS OF YOUR FAVORITE HOBBY. SEND YOUR ENTRY TO WTTGIVEAWAY@GMAIL.COM. YOU MUST BE 13 TO 20 YEARS OLD TO ENTER. WINNERS WILL BE PICKED BY A PANEL OF TEEN JUDGES.	Have you heard about our "Now You Try!" Hobby How-To Contest? (skateboard emoji) Submit a video tutorial up to 90 seconds demonstrating your favorite hobby! (Remember to keep it PG!) (person on a bike emoji) The deadline to submit your video is 11:00 PM EST on January 28. (books emoji) Winners will receive a gift card and their videos will be featured on the WTT website and IG. For more information head over to @wethinktwice! #contest #hobbies #howto #hobbycontest #Positivity #PositivityIsKey #cope #SelfCare #MentalHealth #WTT #WeThinkTwice Alt Text: Now you try! Hobby contest. How to enter. Create a short video tutorial up to 90 seconds of your favorite hobby. Send your entry to wttgiveaway@gmail.com. You must be 13 to 20 years old to enter. Winners will be picked by a panel of teen judges. We Think Twice logo.

- **Interview your own program participants.** We all know youth who have overcome remarkable challenges to achieve their goals. These stories can help mobilize support for APP programs among vulnerable youth. Create a short 1- to 2-minute video featuring these teens, then post it to YouTube and share it on Facebook, Twitter, or Instagram. You can also record and host long videos and create a series of episodes that follow a specific theme.

- **Capture "people on the street" video interviews.** Hit the streets to ask people about their knowledge of teen pregnancy rates and why they think preparing youth for adulthood is important. Or gather youth, parents, or other interested parties together on a Zoom meeting and record a discussion. Many social platforms, including Instagram, Facebook, and Snapchat, have an integrated video component that can provide live feeds for viewers. You can put your video in an archived place for later viewing on Instagram Stories, or you can even compile the rough, live clips into a more polished video to share on other channels like YouTube.

- **Host an expert Q&A.** Do you work with adolescent pregnancy prevention experts? Share their knowledge and experience by hosting an "Expert Q&A" on Facebook, Instagram, or Twitter! If you need help getting started, consider these Adulthood Preparation Subjects and strategies for mitigating risk behaviors and how they might relate to your audience:

  1. Healthy Life Skills
  2. Adolescent Development
  3. Parent-Child Communication
  4. Healthy Relationships
  5. Education and Career Success
  6. Financial Literacy

REFERENCES

Auxier, B., & Anderson, M. (2021). *Social media use in 2021*. Pew Research Center. https://www.pewresearch.org/internet/2021/04/07/social-media-use-in-2021/

Creedon, A. (2014). How nonprofits use social media to engage with communities. *Nonprofit Quarterly*. https://nonprofitquarterly.org/social-media-nonprofits-engaging-community/

Hill, C. (2022). *How often to post on social media.* Sprout Social. https://sproutsocial.com/insights/how-often-to-post-on-social-media/

McLachlan, S. (2022). *Ideal length of social media posts: A guide for every platform.* Hootsuite Blog. https://blog.hootsuite.com/ideal-social-media-post-length/

No TikTok on Government Devices Act, S.1143, 117 Cong. (2022). https://www.congress.gov/bill/117th-congress/senate-bill/1143

Vogels, E. A., Gelles-Watnick, R., & Massarat, N. (2022). *Teens, social media and technology 2022. Pew Research Center*. https://www.pewresearch.org/internet/2022/08/10/teens-social-media-and-technology-2022/

APPENDIX A. KEY TERMS

Collaboration Post. A single, co-created post or reel that shows up on two profiles at the same time.

Digital Ambassador. This person's role is to help build community, share your program's story, and create content that helps you achieve your objectives.

Influencer. Someone with a dedicated following on social media who can amplify the reach and creditability of a product or message.

Social media listening. The process of monitoring social media to examine authentic conversations around specific keywords, topics, or brands. Social media listening can be accomplished through tools such as Sprout Social or through manual search and analysis.

Reach. A social media metric that gives you insight into how many unique individuals viewed your posts. This is the number of people your post reaches.

Impressions. A social media metric that lets you know how often your content is showing up on users' feeds, but it does not distinguish between unique users, nor does it let you know if users interacted with your post. It is the number of times a post appeared in a user's timeline.

Engagement. A social media metric that gives you insight into how your content encourages viewers to focus on your posts and interact with them. This is the number of times your post was liked, saved, and commented on.

Engagement rate. A social media metric that can give you insight into how well your content is engaging users in relation to the number of followers your account has. This number represents total engagement in a specific period divided by followers.

Audience persona. A reliable and realistic representation of the audience you are trying to reach to help you better plan your social media outreach strategy. It may include the demographics, values, needs, priorities, and expectations of your audience.

Editorial calendar. A tool that helps you plan out a schedule for posting social media content. Elements of an editorial calendar can include scheduled date and time, topic, author, text, visual, tagged accounts, call-to-action, and category of content (e.g., news, tips, upcoming events).

Hashtag. Any word or phrase preceded by a hash sign in a social media post. Serves to label/identify that post with a certain topic.

Geotag. You can add this to your social media post to "tag" the location where a photo was taken or possibly where the organization or business mentioned in the post is located.

Newsfeed. On social media platforms, this shows your followers' posts and ads.

Timeline. On Facebook, this is the place where you can see your cumulative posts on social media. Your friends can also post comments on your timeline.

APPENDIX B. RESOURCES

Audience Research
- Pew Research Center
- My Best Segments
- Audience Personas

Content Planning
- Content Marketing Institute Editorial Calendar Template

Social Media Management
- Facebook Scheduler
- Buffer
- Hootsuite
- Tweetdeck

Stock Photos
- Pixabay
- Freerange
- Negative Space

Customized Graphics and Infographics
- Pablo by Buffer
- Canva
- Piktochart
- The Exchange Studio

Quiz Creator
- Qzzr
- U Quiz

Free Platforms for Blog Posts and Articles
- Tumblr
- Medium

Social Media Evaluation and Reporting
- Social media reporting, Digital.gov