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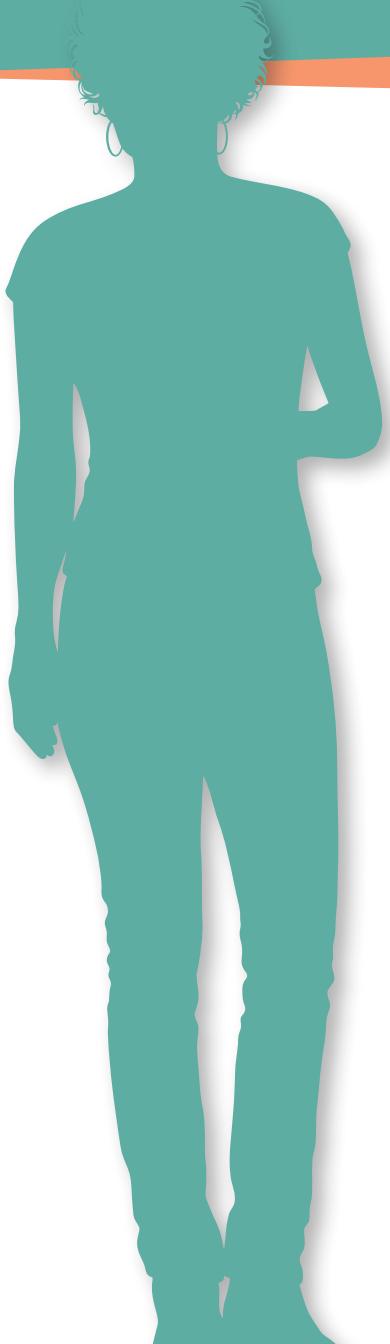
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Plan 7

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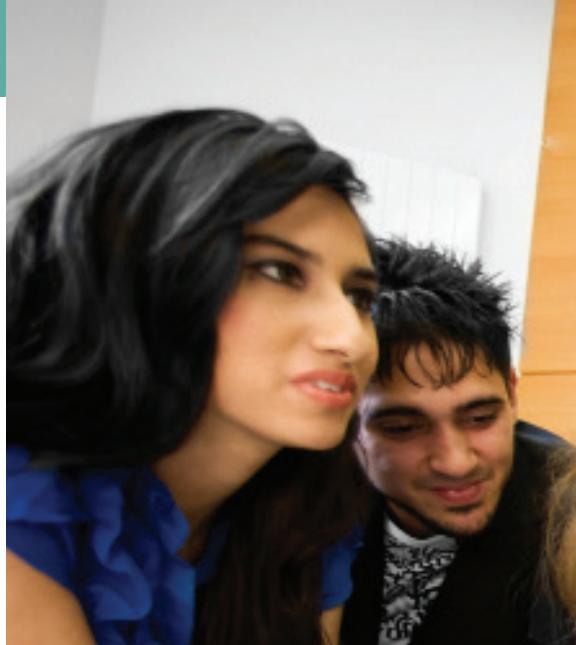
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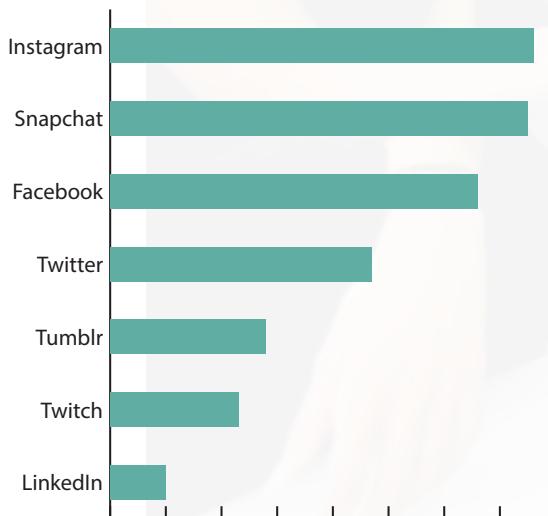
Our efforts are working. Each year, the Family and Youth Services Bureau's (FSYB's) Adolescent Pregnancy Prevention Program provides funding to states, tribes, and community-based organizations to promote contraceptive and abstinence education, as well as adulthood preparation skills training. These efforts, along with those of other federal, state, and local organizations, are working. The teen birth rate for youth aged 15–19 reached a historic low (22.3 live births per 1,000 women) in 2015.¹

But we're not done yet. We continue to call attention to the nation's most vulnerable youth to prevent unplanned and repeat teen pregnancy. Although we have made progress, the teen pregnancy metric remains higher than the national average among youth who are African American, Hispanic/Latino, or Native American; live in rural areas; are pregnant or parenting; or are involved in the justice system, homeless, or in foster care. Today, we are taking adolescent pregnancy prevention beyond abstinence and contraception education. Our adolescent pregnancy prevention programs promote healthy life skills and positive youth development at home, in schools, in neighborhoods, and across virtual platforms.

Source: The Associated Press – NORC Center for Public Affairs Research (2017).



Top Social Media Platforms for Teens
% of all teens aged 13-17 who use...



"We don't have a choice on whether we do social media, the question is how well we do it."

– Erik Qualman, digital thought leader and author of *Socialnomics*





Social media is a powerful tool. Not only do 92% of teens aged 13–17 report going online daily, but the majority (71%) use more than one social media platform.² We know that social media isn't just for youth. A 2014 study found that 97% of nonprofit organizations use Facebook to increase their visibility and engage with online audiences.³

Your program has an important story to share. As an adolescent pregnancy prevention grantee, you play a critical role in preparing our nation's vulnerable youth for successful futures. By sharing your story through social media and increasing the visibility of your program, you can boost the recruitment and participation of youth, build community buy-in, and enhance the impact of your prevention efforts.



Social media includes electronic communication channels and communities in which users share information, ideas, personal messages, and content such as photos and videos.

About this Toolkit

This social media toolkit was designed for adolescent pregnancy prevention grantees and their partners to increase the visibility and impact of their efforts. We offer guidance on how grantees can tell their stories effectively using basic social media tactics and tools. We encourage all grantees, community members, and partners to utilize our tools and resources on [**The Exchange**](#).



Plan

Let's get started! You have a story worth sharing, and social media can help. Increase the visibility of your work among youth, key stakeholders, and potential partners by disseminating information about your program through online social networks.

This first section of this guide will help you **identify** your audience, **define** your objectives, and **strategize** your social media efforts by asking who, why, what, and how.

Who?

Identify who you are trying to reach and how they use social media. 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 who you are trying to reach, you will be able to more effectively reach and communicate with them.

- **Talk with members of your audience.** For instance, ask your program participants how they like to communicate with their peers, teachers, and parents. Perhaps they prefer using Snapchat with their friends, but would feel more comfortable hearing from program facilitators and youth coordinators via Facebook.
- **If you cannot talk with your audience, review their social media conversations.** If you are trying to build partnerships and increase the visibility of your adolescent pregnancy prevention efforts, search for key influencers and decision-makers online and see which social media channels they use and what they are saying.
- **Explore market research.** Get information on your audiences based on demographics and geographical areas using data from the [Pew Research Center](#) or [MyBestSegments by Nielsen](#).



START BY developing a brief statement describing your audience, such as: “We want to engage professionals and decision-makers in our community, such as school superintendents or business leaders, who are integral to our program’s success and sustainability. They primarily use Twitter and LinkedIn.”



***Tip!** Think about how you can invite your partners and supporters to share information about your program to boost your reach. Perhaps you create an infographic with three reasons why your program matters, which others can easily share with their followers on Twitter and Facebook.*

Why?

Define objectives for your social media efforts. Objectives are the specific, measurable results of your social media efforts. Try to make your objectives “SMART”:

Specific: What do you want to achieve? When? Where?
How?

Measurable: How will you know when your objective has been achieved?

Attainable: How realistic is your objective given constraints in time, resources, or commitment?

Relevant: Does your audience have an interest in your objectives?

Time-sensitive: What can be achieved now, six months from now, or a year from now?





To define your objectives, prioritize the short- or long-term changes you want to see. Some grantees are already using social media to achieve the following objectives:

- Enhance recruitment, retention, and engagement of youth participants.
- Share program curriculum with parents and school leadership to gain buy-in and support implementation.
- Disseminate resources and tools to facilitators, teachers, parents, and providers.
- Foster partnerships with stakeholders to support your adolescent pregnancy prevention efforts and boost your reach.
- Increase your program's visibility among influencers and decision-makers to secure and sustain support and funding.



START BY defining at least one SMART objective, such as: "Over the next year, we aim to increase youth enrollment and retention by 25%."



Tip! *Treat your objectives as the goalposts for your activities and evaluation efforts. Completed objectives can serve as evidence of your progress and achievements.*

What?

Select the appropriate social media channels. The tools you choose serve as access points to your audience, so it is important to select them carefully keeping your users, objectives, and content in mind. Although many social media tools are free, they still demand your time. Each tool also requires strategic planning and comes with its own considerations for creating and sustaining engagement. The table below illustrates the key attributes and elements to consider for each social media tool.

Tool	Primary Audience ⁴	Estimated Time for Maintenance	Optimal Post Length ^{5,6}	Target Frequency of Posts ⁷	Quick Tips
Facebook	Adults aged 18–50	4–6 hours per week	80 characters or fewer	At least 2–3 per week	Photos, infographics, and videos increase engagement.
When to use: Foster relationships and conversations, promote events, share photos or videos, and provide real-time updates from in-person events When not to use: When your content is lengthy and you want everyone to see it, as your posts will not appear on everyone's newsfeeds					
Twitter	Adults aged 18–49	2–4 hours per week	110 characters or fewer	At least 5 per week	Photos, infographics, and videos increase engagement; using hashtags and tagging other accounts increase reach

When to use: Provide instant updates about events, have targeted conversations, and share news articles or tweets from stakeholders

When not to use: When content requires relationship building or explanation

Instagram	Adults aged 18–29	2–4 hours per week	Photo or video, with captions up to 2,200 characters	At least 2–3 per week	Use hashtags and geo-tagging in your content to boost visibility and reach
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When to use: Share photos, graphics, videos, and stories of your program participants and stakeholders about your program

When not to use: When content is text-heavy or when the image is poor quality

Pinterest	Adults aged 18–64	2–3 hours per week	Photo, video, or audio; 300 characters for captions	Up to 5 times per day	Create theme-based boards
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When to use: 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

Snapchat	Teenagers and college students aged 13–24 years	2–3 hours per week	Vertical video (10 seconds)	Varies	Stories (“snaps”) have a lifespan of 24 hours maximum
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When to use: 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

YouTube (videos)	Adults aged 25–44	5–7 hours per video	1–2 minutes, no longer than 4 minutes	At least 2 per month	Share trainings and interviews via video
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When to use: To share stories and detailed tutorials

When not to use: When events or content require real-time storytelling

Tool	Primary Audience	Estimated Time for Maintenance	Optimal Post Length ^{4,5}	Target Frequency of Posts ⁶	Quick Tips
Blog	Adults aged 18–29	5–10 hours per blog post	500–750 words	At least 1–2 per month	Ask a question at the end of the blog post to get readers' feedback

When to use: 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

LinkedIn	Adults aged 18–64	5–10 hours per month	25 words	At least 3 times per week	Form partnerships by sharing lessons learned and effective strategies from your program
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When to use: Share knowledge, connect with stakeholders, or fundraise for events

When not to use: When you want to connect with your priority audience rather than other organizations in the field



START BY crafting a brief social media strategy statement, such as: “We will activate a team of youth digital ambassadors who engage their peers through Snapchat and Instagram by sharing their own stories and experiences with our program.”



Tip! As you select your social media tools, take a moment to think about your audience(s) again. On which social media tools are they most active?



How?

Determine how you will implement your social media plan. This plan can be simple or complex based on your program's resources and comfort level with social media. We have outlined some steps that can help you organize, implement, and maintain your social media activities.



Identify a digital ambassador

First, identify 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.

Who should serve as your digital ambassador? Consider the following traits to help you decide. Strong digital ambassadors have

- a rich understanding of your program's goals, participants, and curriculum;
- good communication skills and creative talents such as design, photography, or video production;
- experience with social media and other digital tools; and
- the ability to write engaging posts that your audience will care about.

Set a schedule

Plan your social media activities. Start by creating an editorial calendar that identifies key dates, events, and opportunities to share your content. 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 while managing a variety of tools.

Scheduling your social media engagement around national health observances and events can be a great way to boost your visibility on a larger stage. Check out our event calendar on The Exchange to kick-start your thinking. Remember to leave some room in your schedule to respond to hot topics or current events.

Editorial Calendar: Key Elements

Scheduled date and time

Topic

Author

Text

Visual to include

Tagged account(s)

Call-to-action

Category of content (e.g., news, tip, upcoming event)

Check out the [editorial calendar template](#) to get started!

Adopt a social media policy

A social media policy helps you set rules for how your program uses social media and how you want your community to interact with you and your content. It takes less than 5 minutes to generate a policy using [PolicyTool](#). Want more? Check out our hyperlink to: [10 tips for maintaining a clean digital footprint](#).

START BY identifying a digital ambassador, drafting an editorial calendar, and outlining a 5-minute social media policy.



Grantee Spotlight



Who? Ginger Harris, a case manager who leads youth engagement for the Tennessee Department of Children’s Services Independent Living division.

Why? Many youth in foster care exit the system and enter into very negative situations without strong support systems in place. She believes that the most important thing is to build relationships with vulnerable youth and let them know that they can trust and communicate with you.

“One thing that I’ve found [is that] they really want that connected, caring adult in their life,” Harris says.

What? Harris builds rapport with youth through the messaging app GroupMe by texting reminders of upcoming program registrations, meetings, and events. Instead of calling Harris directly, members of the GroupMe thread can just message her and each other through the app. Harris meets youth where they are—on social media—to get them where she wants to be—participating in adulthood preparation programs, such as Opportunity Passport, which helps foster care youth transition to financial independence.

“It gives them a creative way to really stay engaged with the group, and they encourage and motivate each other,” she says.

How? Harris uses her smartphone to share updates while she is visiting program sites. This helps her keep content fresh and maintain social engagement with youth.

Want to Hear More? Listen to our [interview with Harris](#) as part of our *Strength in Action* podcast series and check out our [blog post](#), which features six tips for engaging youth through social media.



Act

Now that you have a social media plan, 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** that will engage your priority audience when it appears on their devices and newsfeeds. Don't forget, [The Exchange](#) has many more tips and resources to support your social media activities.



START BY reviewing our Top 10 Social Media Tips, then identify some engagement ideas for your program.

TOP 10 SOCIAL MEDIA TIPS

Before implementing your social media strategy, consider these best practices:

- 1. 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 tools, such as a Facebook page, and then build on your successes.
- 2. Engagement outperforms broadcasting.** It is tempting to use social media to blast messages to an audience. Yet, this approach misses out on the opportunity to engage people in a dialogue. 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.
- 3. Keep it short, sweet, and simple.** You want your messages to be accurate, consistent, and science-based. You also want them to be in plain language, attention-grabbing, and actionable. Less is more: on Twitter, aim for posts that are 110 characters or fewer; on Facebook, aim for 80 characters or fewer. Consider adding emoticons to add an emotional element; they can increase engagement by as much as one-third!⁸
- 4. Leverage visual content.** Data on social media trends tell us that posts with photos generate 53% more likes, 104% more comments, and 84% more clicks on Facebook⁹ and 35% more retweets on Twitter compared to text-based posts.¹⁰ Whether it's a photo, video, infographic, or cartoon, consider posting content in formats beyond simple text. Access free stock photo images from websites like [Pixabay](#) or [Pablo by Buffer](#).

5. Ask for action. If you want someone to like your post or to retweet it, go ahead and ask people to do just that. As often as possible, include a call to action with your posts even if it is as simple as like or share the post.

6. 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 stakeholders.

7. Consider post timing. Find out the best times to maximize the life of your post. If you use Facebook, the Insights tool can help you identify when your audience is online and most engaged with your posts. You can also schedule social media posts in advance using a variety of tools such as Facebook Scheduler, Buffer, Hootsuite, or Tweetdeck.

8. Create short videos to tell compelling stories. If a video is available, readers are likely to watch it before reading any text. Online videos account for more than 50% of web traffic on mobile devices, and YouTube has become the second largest search engine. Try to keep videos less than 5 minutes and make sure they are captioned for people who prefer not to listen to the audio when watching.¹¹

9. Use data to refine your strategy. Social media websites often provide metrics on how well your posts are reaching and engaging your audience. Use these data to identify which types of posts and engagement strategies are most effective.

10. Practice by doing. Understand that what you do today may not work tomorrow. 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.



Walk, Jog, Run, Fly

Organizations vary greatly in their social media experiences and capacities. Consider your program's social media maturity using the framework "Walk, Jog, Run, Fly." This framework can help you identify where on the spectrum your program currently fits. It is important to recognize that every program, no matter what level of social media maturity, has the capacity to grow!

Where does your program fit?

Walk: Your program is not yet using social media or has set up a few profiles on social media (e.g., Twitter, Facebook, or YouTube), but you don't have a social media plan or set goals.

Jog: Your program uses one or more social media tools consistently and has set up some preliminary goals, but you are still developing a full social media strategy to support your short- and long-term objectives.

Run: Your program uses one or more social media tools consistently and strategically, and you're working toward integrating best practices with a more sophisticated social media strategy. You are also trying to measure your impact with sophisticated tools and techniques.

Fly: Your program manages several social media initiatives to facilitate community engagement based on best practices. You use data to make informed decisions and you champion innovative approaches for social impact.

Engagement Ideas

Below are some of our recommendations on how to engage your audience and take your social media activities to new heights. Overwhelmed by choice? Start with the "key idea" from each section!

Walk Strategies

KEY IDEA!

- 1. Follow your stakeholders and amplify their content.** Social media is about connections and conversations. To grow your networks while preserving resources, share or retweet content from sources you respect, like your partners and stakeholders. Follow their accounts, and promote their initiatives and perspectives. They may even share your content in return! Start by following FYSB's accounts:
 - **National Clearinghouse on Families & Youth Facebook Page:** Like, comment, and share posts.
 - **@FYSBgov and @NCFY Twitter accounts:** Reply, retweet, and favorite tweets.
 - **usgovACF YouTube Channel:** Watch, share, and like videos posted.

2. 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. For example:

- Data or images from PowerPoint presentations and annual reports » Infographics!
- Performance measures and evaluation reports » Attention-grabbing statistics!
- Photos from events » Promotional posts!
- Video at events » Facebook Live!
- In-person trainings and testimonials » YouTube videos!
- E-newsletters or e-blasts » Reminders and event posts!
- Blog posts » Impactful quotes as tweets!

3. Share blog posts and news articles. Most news sites and blogs provide social media share buttons, which make it quick and easy to directly post articles and posts on 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 Exchange blog posts on Twitter—it just takes the click of a button!



Respecting and Honoring Tribal Youth

Helping tribal youth regain pride in their heritage through culturally appropriate adolescent pregnancy prevention programs fosters healthy relationships and other healthy life skills.

Tribal youth need programs that understand, respect, and honor their heritage.

[TWEET THIS](#)

Strengthening parent-child communication and relationships can help prevent adolescent pregnancy.

[TWEET THIS](#)

Hear @FYSBgov grantee Annie Nowak's story on engaging tribal youth in pregnancy prevention efforts.

[TWEET THIS](#)

Jog Strategies

KEY IDEA!

1. Create a “badge” of support using The Exchange Studio. The **Studio** tool offers a free, easy way to create your own web badge supporting adolescent pregnancy prevention and positive youth development. Visit the **Studio** to customize your own badge with your preferred colors, message, and organizational logo for sharing on your website and social media platforms.



2. 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 we come in. Use the Exchange Studio tool to add your logo to existing infographics and tip sheets that you can share on Facebook 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.



3. Share Your Story. How do you and your organization take a #HolisticAPProach to adolescent pregnancy prevention education? Simply grab a piece of paper and complete the phrase:

“My #HolisticAPProach is _____.”

Take a photo and share on Facebook and Twitter! Get additional storytelling tips on **The Exchange**

Run Strategies

KEY IDEA!

1. 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, or prom season. Check out our [infographics and tip sheets](#) to get ideas for questions.

2. 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. Don’t forget to then share your posts on your social media channels!

3. Optimize your digital presence. Streamline your activities by using a “hub and spokes” 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 it. 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

KEY IDEAS!

1. 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 e-mail (PREPTA@rti.org), and your video could be featured on The Exchange. Make sure to provide consent forms in which users agree to publicly sharing their videos and photos. With minors (under age 18), this will require consent from parents or guardians.

2. 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 adolescent pregnancy prevention programs among vulnerable youth. Create a short 1- to 2-minute video featuring these teens, then post to YouTube and share on Facebook, Twitter, or Instagram.

3. 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. Many social platforms, including Instagram, Facebook, and Snapchat, have an integrated video component that can provide “live” feeds for viewers. You can compile the rough, live clips into a more polished video to share on other channels as well, such as YouTube.

4. 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 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:

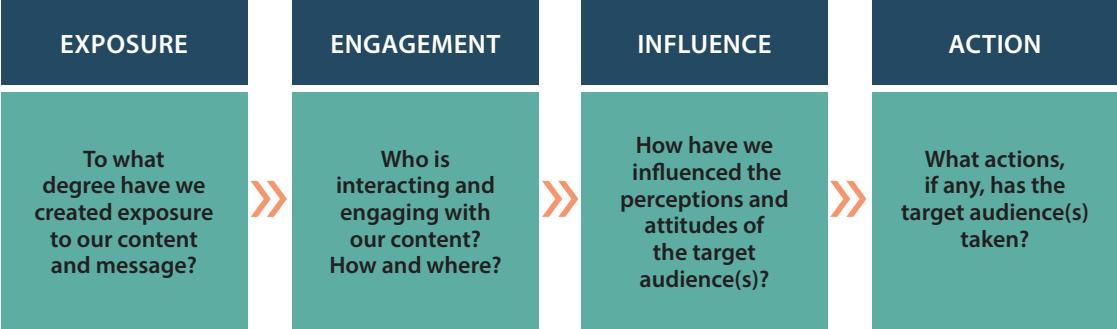
- Healthy Life Skills
- Adolescent Development
- Parent-Child Communication
- Healthy Relationships
- Career and Education Success
- Financial Literacy
- Voluntary Self-Regulation
- Sexual Risk Avoidance Skills

Enhance

How will you know when your social media efforts are working? It is important to monitor which social media posts perform better than others, and why, so that you can enhance your online presence. Monitoring your efforts also enables you to clearly demonstrate your impact within 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.



START BY revisiting your objectives to identify what types of outcomes matter to you: exposure, engagement, influence, or action? Next, use the **Sample Social Media Metrics table** on the next page to review the types of data you can collect to monitor your success. Based on what you find, revisit the strategies listed under the Plan section (pages 7–15) to enhance your social media efforts.



Sample Social Media Metrics

Metric	Data	Definition	Purpose	Hypothetical Baseline	Target
Exposure	Average reach	The number of people who have seen your post	Provides high-level information on your post visibility	75 people reached from 1 post	350 people reached from 1 post
Engagement	Followers	Number of accounts following your social media account	Provides high-level information on your post activity	3,500 followers	10,000 followers
Influence	Interactions of followers	Average number of likes, shares, retweets, or posts with hashtag	Provides high-level information on your followers' level of engagement	30,000 likes, 5,000 shares, 350 posts with preferred hashtag	50,000 likes, 10,000 shares, 1,000 posts with preferred hashtag
Action	Website information seeking	Number of materials downloaded from the companion website, looking for patterns between posts and downloads	Provides insight on the impact of social media tactics on information seeking from website	55 materials	Varies monthly by content pushes but, ideally around 150 materials

Grantee Spotlight



Who? Tewa Women United, a Tribal PREP grantee in New Mexico, uses social media to reach young people, facilitators, parents and adults, and stakeholders in the communities it serves.

Why? With social media, Tewa Women United aims to keep youth engaged and informed of upcoming events and opportunities, both its own and those provided by partner organizations. Tewa Women United also leverages social media to create a network of youth facilitators and connect with parents and adults who interact with youth on a daily basis. In addition, Tewa Women United harnesses social media to increase the visibility of the program within the community.

"In working with the youth and youth facilitators, we have come to a place where we want to meet the youth where they are, and social media is one of their spaces," says Nathana Bird, Program Manager for the Tribal PREP program, A'gin.

What? Tewa Women United primarily uses Facebook to achieve its objectives, but sometimes uses Instagram to highlight events as well. To help youth facilitators connect, Tewa Women United created a private group on Facebook, where it can set up meetings, polls, and events.

"We are hoping that by sharing resources, events, and information we are creating access points for both young people and adults in our community. We may not get millions of 'likes' or 'shares' but we know the information is getting out into our community and we have a presence in these virtual spaces," says Bird.

How? Recognizing the amount of time required to maintain social media activities, Tewa Women United is working with interns to keep its social media content fresh and active. The organization also has found that it is critical to ask for consent from youth and other participants before posting photos to avoid breaches of confidentiality.



Tip! To manage this challenge, consider developing a social media policy for staff, interns, and clients, in addition to having standard photography permissions and consent forms on hand at events.



For additional examples and more guidance on evaluating your social media efforts, use the social media evaluation resource on the **Substance Abuse and Mental Health Services Administration (SAMHSA)** website and the social media report guidance from **DigitalGov** (see **Additional Resources** for URLs).

Connect

Let's keep the "social" in social media. We want to hear from you! Share your success stories, questions, ideas, and feedback with us.

Ways to stay connected:

- Check **The Exchange** for blog posts, upcoming events, new resources, and other updates: <https://teenpregnancy.acf.hhs.gov/>
- Like the **National Clearinghouse on Families & Youth Facebook Page**: <https://www.facebook.com/NCFYgov/>
- Follow **@FYSBgov** and **@NCFY** on Twitter.
- Use the hashtag **#HolisticAPProach** in your social media posts.
- Watch and share our video ***We're Not Done Yet: Prep Teens for the Future*** on the usgovACF YouTube channel: <https://www.youtube.com/watch?v=31TIUij-cgw>
- Subscribe to **e-Updates** from The Exchange: <https://teenpregnancy.acf.hhs.gov>

QUESTIONS? Send us an e-mail at PREPTA@rti.org.

Additional Resources

Audience Research

- Pew Research Center: <http://www.pewresearch.org/topics/social-media/>
- My Best Segments, Nielsen Norman Group: <https://segmentationsolutions.nielsen.com/mybestsegments/>

Content Planning

- Editorial calendar template, Content Marketing Institute: <http://contentmarketinginstitute.com/2010/08/content-marketing-editorial-calendar/>

Social Media Management

- Facebook Scheduler: <https://www.facebook.com/help/389849807718635>
- Buffer: <https://buffer.com/>
- Hootsuite: <https://hootsuite.com/>
- Tweetdeck: <https://tweetdeck.twitter.com/>

Stock Photos

- Pixabay: <https://pixabay.com/>
- Freerange: <https://freerangestock.com/>
- Negative Space: <https://negativespace.co/>

Customized Graphics and Infographics

- Pablo by Buffer: <https://pablo.buffer.com/>
- Canva: <https://www.canva.com/>
- Piktochart: <https://magic.piktochart.com/>

- The Exchange Studio: <https://teenpregnancy.acf.hhs.gov/content/studio>

Quiz Creator

- Qzzr: <https://www.qzzr.com/>
- U Quiz: <https://uquiz.com/>

Free Platforms for Blog Posts and Articles

- Tumblr: <https://www.tumblr.com/>
- Medium: <https://medium.com/>

Social Media Evaluation and Reporting

- Social media evaluation, SAMHSA: <https://www.samhsa.gov/capt/tools-learning-resources/evaluating-social-media-efforts>
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