PARTNER CALL #3:
Spreading the Word through Social Media
Social Media Overview

Social media provides direct access to the people who need your help, and those who share your mission to spread awareness about and ultimately end youth homelessness.

Today’s Objectives:
- Social Media-focused national events
- Planning and scheduling content
- Maximizing engagement

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National Events

- Social Media Kickoff (with Social Media Blast on Tuesday, Nov 1)
- Education Week (Nov 1 – 4)
- Resource Day (Nov 2)
- Twitter Chat (Nov 4)
- Project Green Light
- Light the Night Community Events
Education Week Topics

- Day 1 (31st): Key Statistics
- Day 2: Age
- Day 3: Race
- Day 4: Identity and Orientation (LGBTQIA2S+)
- Day 5: Human Trafficking
Planning Your Content

• 2022 Resources
• Increasing the amount of content you post ahead of Nov.
• Encourage your networks (volunteers, board members, staff, former clients, etc.) to engage and use the #NRPM2022 hashtag
• Don’t forget about the Messaging Guide in your toolkit
If you have participated in past NRPM events:

- What did you find boosted engagement the most?
- What questions were you left with after last year?
- What didn’t work as well as expected?
Tips for Scheduling Posts

- Using social media management software
  - Free options are available, but paid options are better even if it's just for one month! (Options available in the social media tip sheet)
- Optimal posting times:
  - 9:00 AM - 10:00 AM
  - Prioritize Tuesday through Friday
  - Sundays are the slowest days
Maximizing Engagement

- Use the #NRPM2022 hashtag on every post! This is the foundation of our partner connection on social media!
- Engagement is a two-way street!
  - Like or leave a comment on other partner’s posts
  - Share partner’s posts in your stories on Instagram and Facebook
  - On Twitter, Retweet or Quote Retweet to add context
  - Inject yourself into conversations about youth homelessness on places like Reddit, LinkedIn or other forums
Filters, Stickers, & More
Search engine optimization is the process of improving the quality and quantity of website traffic to a website or a web page from search engines.

- Use appropriate titles on your webpages
- Add alt text to images
- For search results you want your website to appear in, add the related terms to your tags
- Use the free tutorials found on the social media tip sheet
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