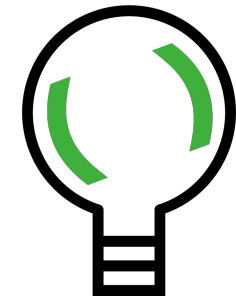




National Runaway SafeLine



**NATIONAL
RUNAWAY
PREVENTION
MONTH**

Partner Call #5

**Tips & Tricks for
Social Media Success**



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Introductions



- Christopher Smith
Director of Marketing and
Communications
- Lexi Silvers
Chief Engagement
Officer



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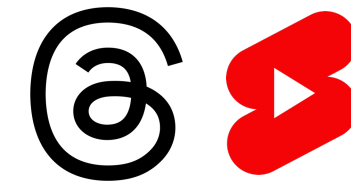
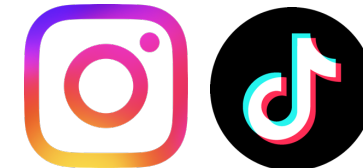
Social Media Overview



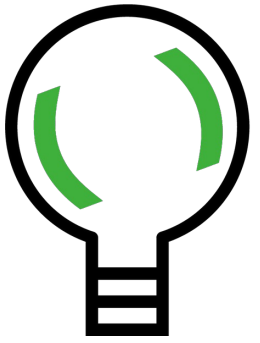
Social media provides direct access to the people who need your help, and those who share your mission to spread awareness about and ultimately end youth homelessness.

Today's Objectives

- Explore the similarities and differences between recommended social media platforms
- Discuss keywords, hashtags, and SEO optimization



Recommended Social Media Platforms



Facebook

The most popular platform based on number of active users. Users can post text, image, or video, and create landing pages for events.



Instagram

Allows users to share images and video content. Instagram is the birthplace of “influencers” as we know them today.



Threads

Created by Instagram with a similar user-interface to X, formerly known as Twitter.

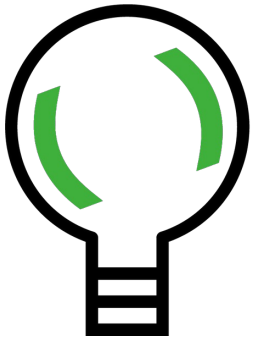


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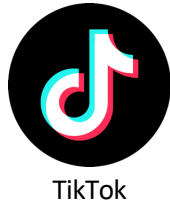


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Recommended Social Media Platforms



A networking platform mostly used by business professionals. The only network where text-based posts are more popular than images or videos.



While Facebook is most popular among the millennial age group and older, TikTok is staggeringly popular among young people. All content is video-based.



YouTube's social media platform that encourages users to engage through short-form video content

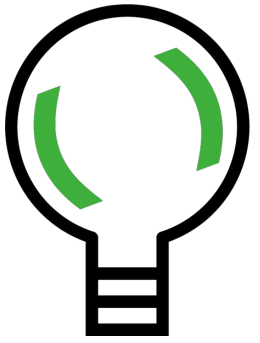


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Search Engine Optimization (SEO)



SEO is the process of improving your website to increase its visibility in Google, Microsoft Bing, and other search engines.

- Google used to allow you to tell them exactly how you wanted to appear in search results, and which search terms you wanted to be associated with.
- Google now bases your placement in search results on SEO keywords listed on your website, the titles or headers used on your website, descriptions used on your website, social media accounts that link back to your website, and the hashtags you use on social media.

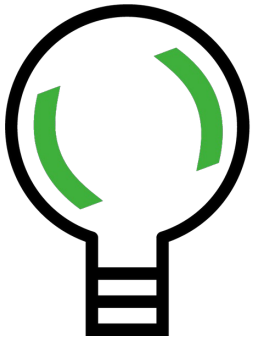


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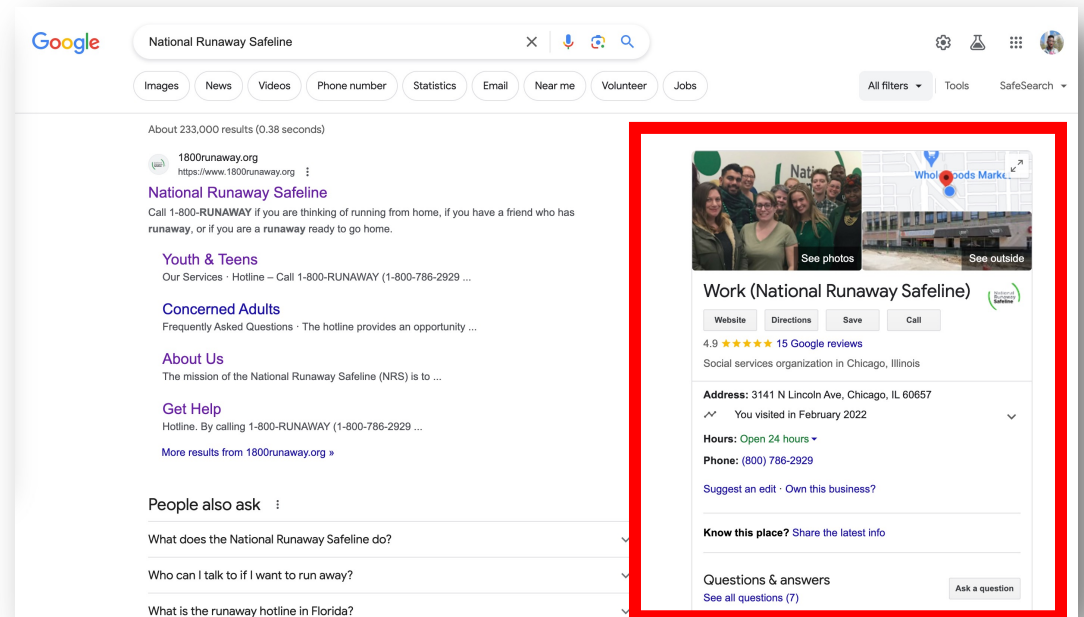
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Search Engine Optimization (SEO)

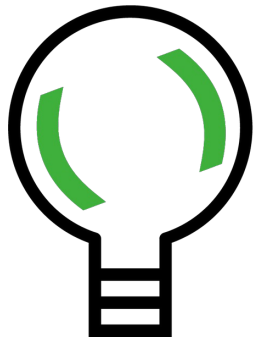


Have you created a free Google Business Profile?

- This allows you to update business information, such as your hours of operation, phone number and website.
- It also lets you suggest direct edits for your Google knowledge panel!



Keywords Examples



Social Media Hashtags

#NRPM2023
#ShineALight
#GoingGreen

TikTok Specific

#nonprofitsoftiktok
#ineedhelp #kickedout
#mentalhealthtok #fyp #foryoupage
#nonprofit #homelessnessawareness
#runawayprevention #volunteer

Instagram Specific

#nonprofit #ngo
#nonprofitsofinstagram
#youthhomelessness
#runawayprevention #youthactivism
#socialgood #youthhomelessness
#lgbtqsupport #makeadifference
#helpingothers

Search Engine Optimization Tags

National Runaway Prevention Month
NRPM2023
Shine A Light
Going Green
NRPM [Insert City]
Youth Homelessness
Runaway
Kicked Out
Volunteering [Insert City]
Runaway Prevention
Youth Mental Health
Teen Dating Violence
Human Trafficking
LGBTQ+
Emancipation Age
Can I Run Away
Will My Friend Get In Trouble

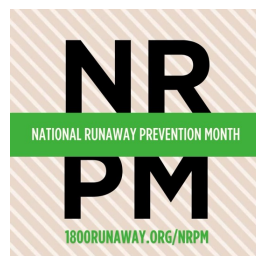
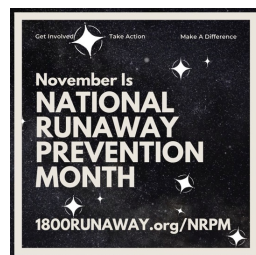
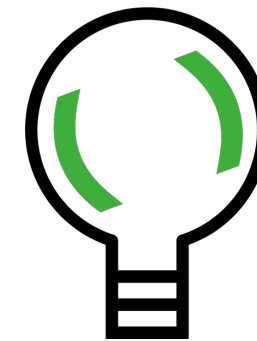


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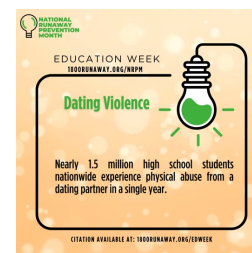
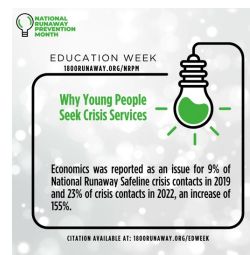


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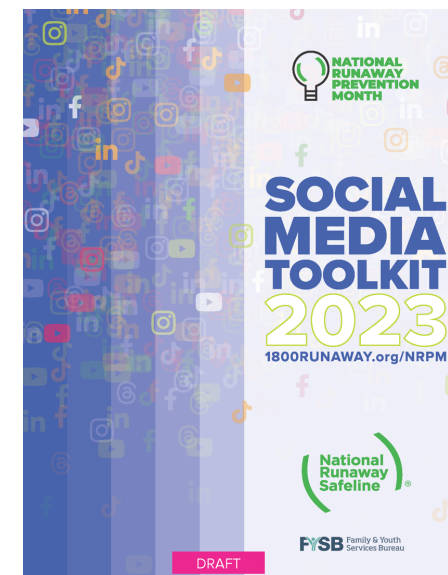
Downloadable Resources



Social Media Blast
Graphics & Animations

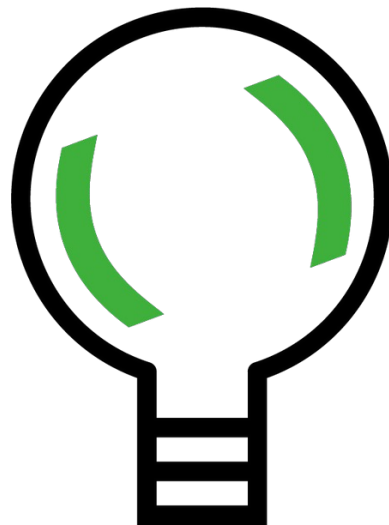


Education Week
Graphics & Animations



Social Media Toolkit





QUESTIONS?



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HOW TO REACH US



CHRISTOPHER SMITH

Director of Marketing & Communications

csmith@1800runaway.org

LEXI SILVERS

Chief Engagement Officer

lsilvers@1800runaway.org

BETH RICHMAN

PR Consultant

brichman@1800runaway.org



@1800RUNAWAY



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