Partner Call #5
Tips & Tricks for Social Media Success
Introductions

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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.
Recommended Social Media Platforms

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

TikTok
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 Shorts
YouTube’s social media platform that encourages users to engage through short-form video content
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.
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
#mentalhealth #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

@1800RUNAWAY
@NATIONALRUNAWAYSAFELINE
Downloadable Resources

Social Media Blast
Graphics & Animations

Education Week
Graphics & Animations

Social Media Toolkit

@1800RUNAWAY

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QUESTIONS?
HOW TO REACH US

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