



GET SOCIAL: HOW NON-PROFITS AND AGENCIES CAN UTILIZE SOCIAL MEDIA TO INCREASE ENGAGEMENT

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DETERMINE YOUR PURPOSE

- Inspire families
- Inform parents, community, & professionals
- Increase awareness
- Connect people
- Fundraise
- Recruit volunteers





DEFINE YOUR AUDIENCE

- Parents and/or professionals?
- Deaf or hard of hearing individuals?
- Donors/other organizations?



Where are they and what platforms
are they engaging?



PICK YOUR PLATFORMS

- Limitations?
- Find the one that reaches the audience(s) you are looking for
- Make sure someone is assigned to monitor and/or moderate
- Consistent, creative, responsive engagement with audience

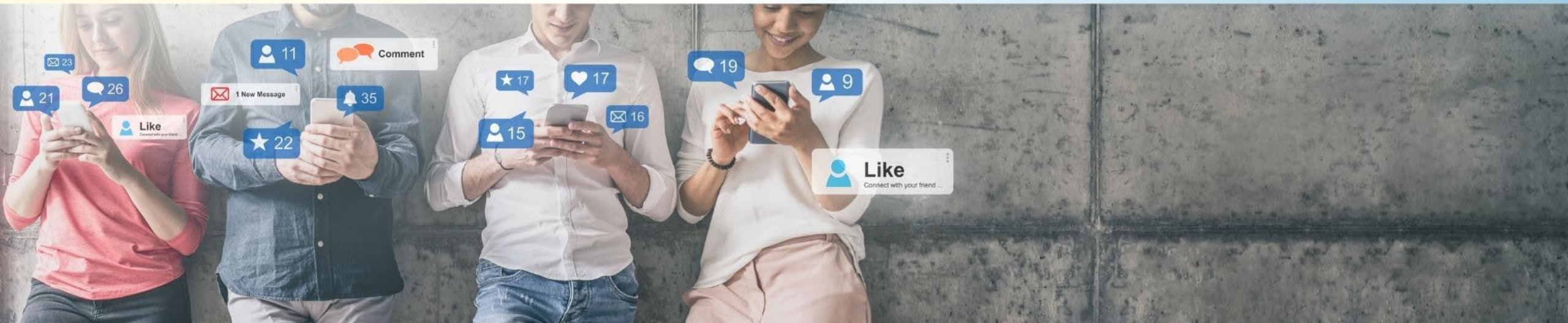




CREATE YOUR CONTENT



- Topics that are relevant to your audience
- Topics that support your “BRAND”
- What IS your “BRAND”?
- What types/forms of content?
- DEIA considerations and accessibility
- Perception
- Inclusive practices
- Build your community





STRATEGY (WORKSHEET)



- Budget?
- Content marketing plan
 - Frequency
 - Scheduling
 - The 5 Ws
- Tracking your progress and adapting



Organization: _____
Social Media Strategy _____ (year)

1. The main purpose of _____ is to _____

The secondary purpose is to

2. Who is my audience and where do I want to target that audience?

3. What topics are relevant to my audience?

4. Define your brand with a branding kit. (Search branding kits in Canva or use H&V's as a template)

5. What is your policy for DEIA in Social Media?



FOR MORE INFORMATION:



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