

# #TipsTricksTemplates:

## Using Social Media & Marketing to Tell Your Coalition's Story



# Learning Objectives

- Understand social media platforms, identify ideas/resources to produce creative and engaging content, and be able to create and implement social media plans.
- Identify effective marketing strategies and tools and create realistic marketing plans.
- Recognize opportunities and tactics to successfully implement a marketing plan.



# Social Media Platforms

(Channels)

Social networking (Facebook, LinkedIn, Google+)

Microblogging (Twitter, Tumblr)

Photo sharing (Instagram, Snapchat, Pinterest)

Video sharing (YouTube, Facebook Live, Periscope, Vimeo)



# ***Social Media Channels Explained***

BY: THE-PIXEL.COM

**EACH SOCIAL MEDIA PLATFORM IS DIFFERENT**



**Facebook**

I LIKE DONUTS



**Twitter**

I'M EATING A  
#DONUT



**Pinterest**

HERE'S A DONUT  
RECIPE



**Instagram**

HERE'S A PHOTO  
OF MY DONUT



**LinkedIn**

MY SKILLS INCLUDE  
DONUT EATING



**Google+**

I'M A GOOGLE EMPLOYEE  
WHO EATS DONUTS





Person who has chosen to  
attach their name to your  
Page as a **FAN**

Overview

Ads

Followers

Likes

Reach

Page Views

Page Previews

Actions on Page

Posts

Branded Content

Events ↗

Videos

Stories

People ←

Local

Shop

Messages

API

Orders

Promote

Manage Promotions

Page Summary Last 7 days ↕

Results from Sep 2, 2019 - Sep 8, 2019

Note: Does not include today's data. Insights activity reported in the Pacific time zone. Ads activity time zone of your ad account.

Actions on Page ⓘ

September 2 - September 8

1

Total Actions on Page ▲ 100%



Page Views ⓘ

September 2 - September 8

47

Total Page Views ▲ 12%



Page Likes ⓘ

September 2 - September 8

2

Page Likes ▼ 33%



Post Reach ⓘ

September 2 - September 8

819

People Reached ▼ 40%



Recommendations ⓘ

September 2 - September 8



Post Engagements ⓘ

September 2 - September 8

60

Post Engagement ▼ 77%



# LIKES

Your Fans

Your Followers

People Reached

People Engaged

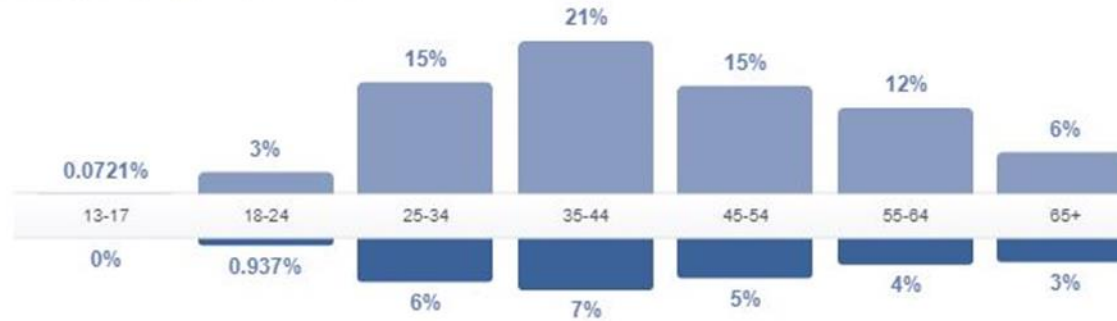
Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles. This number is an estimate.

Women

72%  
Your Fans

Men

26%  
Your Fans



Total = 1,335

Female (35-44) 21%

Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	1,335	Cincinnati, OH	528	English (US)	1,342
India	5	Columbus, OH	24	English (UK)	27
Canada	4	Hamilton, ON	21	French (France)	3
United Kingdom	3	Covington, LA	9	Spanish	3
Philippines	3	Dayton, OH	17	Traditional Chinese (Taiwan)	2
Germany	2	Lawrenceburg, IN	16	Spanish (Spain)	2
Saudi Arabia	2	Florence, KY	16	Arabic	2
Sudan	2	Independence, KY	14	Russian	1
Ghana	2	Middletown, OH	13	Romanian	1
Malaysia	2	Mason, OH	13	Portuguese (Brazil)	1

Cincinnati 528

English 1,342

See More



# Followers ★

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Person who has chosen to **receive updates** that you post in their news feed \*(subject to the Facebook algorithm)

**Likes** are **good** but **followers** are **better**.

**Likes** increase numbers but **followers** mean content consumption (reach & engagement)



f

Search

Q

Jennifer

Page

Inbox20+

Events

Manage Jobs

Notifications11

Insights

More

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Post Engagements

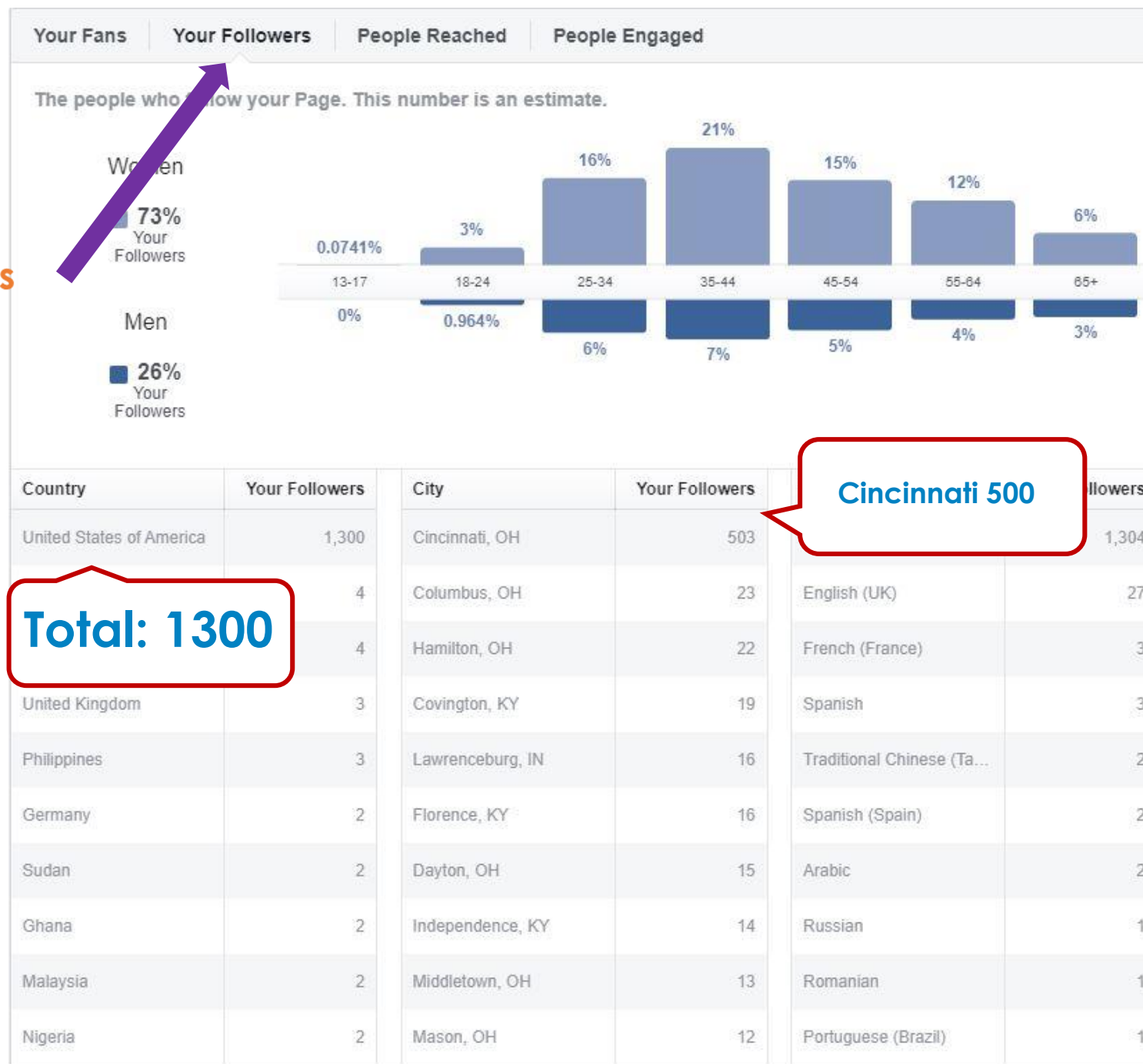
September 2 - September 8

60

Post Engagement▼77%

9

Your Content  
Their News  
Feed





# Engaged Users

---

Number of individuals who have clicked anywhere on one of your Facebook posts.

Engaged User: **Likes** your page; **Follows** your page, or just **sees your posts** and does one or more of the following:

- ✓ Likes your post
- ✓ Comments on your post
- ✓ Shares your post
- ✓ Watches a video in your post
- ✓ Responds to a question in your post
- ✓ Responds to an event promoted in your post (Interested, Going)
- ✓ Follows a hyperlink in your post

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Your Fans

Your Followers

People Reached

People Engaged

Got Involved! – Last 7 days

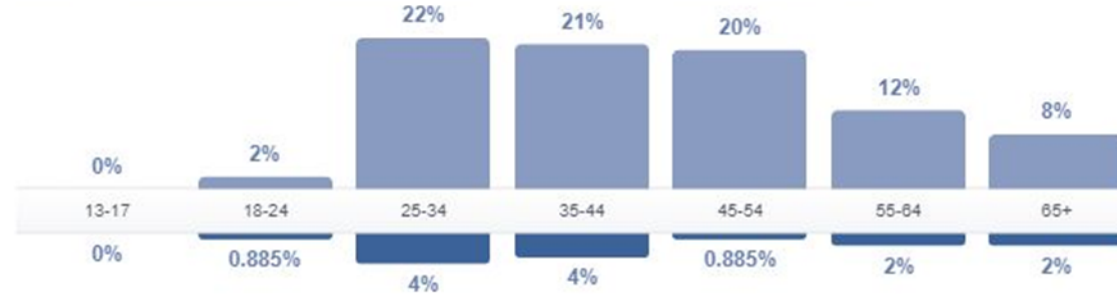
The number of People Talking About the Page by user age and gender. This number is an estimate.

Women

85%  
People  
Engaged

Men

13%  
People  
Engaged



Country	People Engag...	City	People Engag...	Language	People Engag...
United States of America	112	Cincinnati, OH	42	English (US)	112
Ethiopia	1	Columbus, OH	5	English (UK)	1
			4		
			3		
		Middletown, OH	3		
		Mason, OH	3		
		Dayton, OH	2		
		Cleveland, OH	2		
		Oxford, OH	2		
		Lebanon, OH	2		
		Wapakoneta, OH	2		

Total: 112

Wapakoneta, Ohio

Is the Engaged User a Fan or Follower or is this because of Sarah Sawmiller?



# Tip: Increase Likes, Followers, & Engagement

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- ✓ Like & Follow the FB pages of partners
- ✓ Tag people & organizations
- ✓ Watch your notifications and “invite” users
- ✓ Check in
- ✓ Ask questions/Use polls & surveys
- ✓ Create FB events
- ✓ Post videos



# Reach & Impressions

---

## Total Reach:

Number of **people** who received impressions of a Page post; no matter how often he or she saw a piece of content person is counted only once

(**Follows** your page or just **sees your posts**)

## Impressions:

Number of **times** a post from your Page is displayed



## IMPRESSIONS



NUMBER OF TIMES YOUR  
CONTENT IS DISPLAYED

## REACH



NUMBER OF UNIQUE PEOPLE  
WHO SAW YOUR CONTENT

### POST IN FANS NEWSFEED



to 10 fans



to 5 fans

**TOTAL IMPRESSIONS**

**20**

**TOTAL REACH**

**15**

- People may see multiple impressions of the same post.

Example: Person sees your post in their News Feed once and then a second time if their friend shares it.

- Reach might be less than impressions since one person can make multiple impressions.

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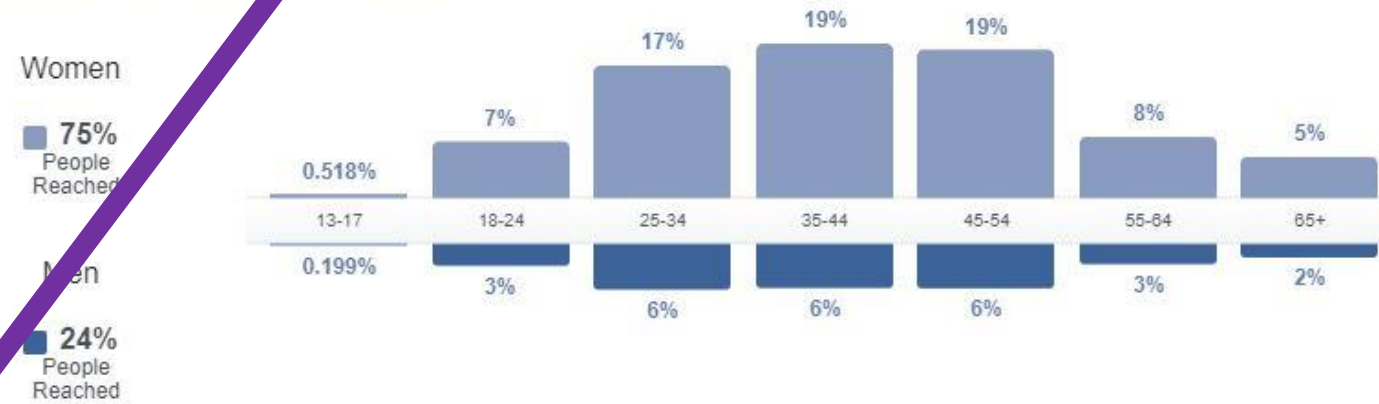
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September 2 - September 8

60

Post Engagement ▼ 77%

The number of people who had any content from your Page or about your Page enter their screen screen, grouped by age and gender. This number is an estimate.



# of people  
who received  
Impressions

Country	People Reached	City	People Reached	Language	People Reached
United States of America	2,492	Cincinnati, OH	629	English (US)	2,454
Germany			92	English (UK)	33
Puerto Rico			84	Spanish	13
Haiti	1	Mason, OH	73	Romanian	1
Sudan	1	Louisville, KY			
United Kingdom	1	Hamilton, OH			
Canada	1	Wapakoneta, OH	63	German	1
Ghana	1	Lebanon, OH	59	Traditional Chinese (Ta...	1
Northern Mariana Islands	1	Columbus, OH	48	Spanish (Spain)	1
Italy	1	West Chester, OH	46	Arabic	1

Total: 2,492

The Sarah Sawmiller Affect?

Guatemala	1
Ethiopia	1
Argentina	1
Romania	1
Sri Lanka	1
Bosnia & Herzegovina	1
Japan	0
Ukraine	0

Somersworth, NH	38
Friday Harbor, WA	37
Fairfield, OH	37
Coldwater, OH	30
Franklin, OH	22
Logansport, IN	21
Dayton, OH	19
Toledo, OH	18
Saint Marys, OH	18
Princeton, WV	16
Loveland, OH	16
Liberty Township, Butle...	16
Maineville, OH	14
Monroe, OH	13
Miamisburg, OH	13
Mount Vernon, WA	11
Marlinton, WV	10
Rochester, NH	10
Kalida, OH	10

**The Jen Bierer Affect?**



# Post Reach

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## Post Reach

Number of people who have seen your post. Your post counts as reaching someone when it's shown in their News Feed.

- The sum of Post Reach won't equal Total Reach because Pages can reach people through content other than posts.

Example: Person visits a Page after searching for it (Total Reach not Post Reach)

Person sees more than one Page post (Counted in Post Reach for each post they see. Only counted once in Total Reach.)

f

Search

Q

Jennifer

Page

Inbox20+

Events

Manage Jobs

Notifications11

Insights

More

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People Reached▼40%



Recommendations

September 2 - September 8




Post Engagements

September 2 - September 8











































60

Post Engagement▼77%








Reach: Organic / Paid
Post Clicks
Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
09/08/2019 1:13 PM	 Photos from PreventionFirst's post			84 	2 3 	<a href="#">Boost Post</a>
09/06/2019 7:30 AM	 Registration Closes Today @ Noon! <a href="https://events.eventzilla.net/e/2019-">https://events.eventzilla.net/e/2019-</a>			153 	1 2 	<a href="#">Boost Post</a>
09/05/2019 12:00 PM	 Hurry! Registration closes tomorrow at noon!			51 	0 3 	<a href="#">Boost Post</a>
09/05/2019 9:17 AM	 5 Things Parents Need to Know About Back to School & Mental			78 	2 0 	<a href="#">Boost Post</a>
09/05/2019 8:00 AM	 Today @ 11:30 am! "How To Build a Youth Coalition Step-By-Step"			105 	2 1 	<a href="#">Boost Post</a>
09/04/2019 7:30 PM	 We are looking for West Side residents who would like to start a			281 	8 7 	<a href="#">Boost Post</a>
09/04/2019 9:00 AM	 Grant Writing for the Grantaphobic! September 26th - Register Today!			67 	0 0 	<a href="#">Boost Post</a>
09/03/2019 7:00 PM	 Need to register to vote? Grab your driver's license and visit			80 	0 1 	<a href="#">Boost Post</a>
09/03/2019 1:05 PM	 During Quarter 4 (April 1, 2019 to June 30, 2019) PreventionFIRST!			122 	1 4 	<a href="#">Boost Post</a>
09/01/2019 9:30 AM	 Let's Talk			138 	0 2 	<a href="#">Boost Post</a>
08/31/2019 9:00 AM	 Are you a registered voter? Need an absentee ballot? Download an			175 	2 4 	<a href="#">Boost Post</a>
08/30/2019 1:21 PM	 On 8/28/19, for the first time in 37 years, United States Surgeon			754 	69 23 	<a href="#">Boost Post</a>





Post Message	Type	Posted	Lifetime Post Total Reach	Lifetime Post Total Impressions
A valuable link to pass along. This site from the Ohio Department of Mental Health and Addiction Services will give you a complete listing of all certified addiction and mental health programs in the Buckeye State: <a href="https://mha.ohio.gov/">https://mha.ohio.gov/</a>	 Link	3/27/19 12:25 PM	534	754
<a href="https://www.wlwt.com/article/toothpicks-infused-with-nicotine-are-making-parents-school-leaders-nervous/26559761?fbclid=IwAR2Nh5eviGiLl5mvUxdGFipUX_THVO9j_kq2ic1_GGpsXTIrTRpGmypoRk">https://www.wlwt.com/article/toothpicks-infused-with-nicotine-are-making-parents-school-leaders-nervous/26559761?fbclid=IwAR2Nh5eviGiLl5mvUxdGFipUX_THVO9j_kq2ic1_GGpsXTIrTRpGmypoRk</a>	Link	3/5/19 3:00 PM	359	475
Congrats to Sarah Sawmiller, a member of our PF! team! Today was her first class at The Community Leaders Institute.	Photo	2/22/19 11:00 AM	222	304
taylor high school presenting pHARMING Effects	Video 	2/22/19 5:57 AM	643	917
Here's a guideline for low-risk drinking: Drink no more than one drink per hour- your liver can only processes about one standard drink per hour. Don't know what a stand drink is? Find out here: <a href="https://www.niaaa.nih.gov/alcohol-health/overview-alcohol-consumption/what-standard-drink">https://www.niaaa.nih.gov/alcohol-health/overview-alcohol-consumption/what-standard-drink</a>	 Link	1/25/19 1:00 PM	255	446
Registration Now Open! Coaches, Kids & Chemicals February 22, 2019 Free event for coaches, athletes, athletic directors,	Photo	1/25/19 4:33 AM	544	869
Check it out! Still curious about the JUUL craze?? Lauren Bartoszek from ASAP Norwood was featured in the Miami University College of Education, Health, and Society (EHS) Podcast REFRAME talking all about electronic cigarettes and JUUL!	Link	1/18/19 9:34 AM	539	745
			25790	36486

## **Lifetime Post Reach**

The number of people who had your Page's post enter their screen. Posts include statuses, photos, links, videos and more. (Unique Users)

## **Lifetime Impressions**

The number of times your Page's post entered a person's screen. Posts include statuses, photos, links, videos and more. (Total Count)

**Metrics** (1 day, 7 days, 28 days, Lifetime)



# Content Planning

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Types of FB posts:

1. Daily
2. Promotional
3. Real Time




# Daily Posts (Scheduled)

- Vary in topic
- Vary in type (photo, infographic, video, link to non-PF! content)
- Planned out quarterly (by center/topic)
- JB schedules these posts ahead of time
- Submit word doc & Save Images
- Dead line

**PF! Goal:**

**One FB post  
Daily (M-F)**

## Example of Daily Post

Nov 12	Prevention 101 knowledge drop of the day: Research-based programs can prevent an onset of a disorder. The term “research-based” means that these programs have been rationally designed based on current scientific evidence, rigorously tested, and shown to produce positive results.	 Prevention_101.jpg
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PFI Facebook Posts  
Daily Posts Q2/FY20

**\* Template Available**

Center for Prevention Science		
Date	Content (including hyperlink when applicable)	Notes
10/1		
10/8		
10/15		
10/22		
10/29		
11/5		
11/12		
11/19		
11/26		
12/10		
12/17		



# Promotional Posts (Scheduled)

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- Part of marketing plans/promote partner efforts (events, campaigns, trainings)
- JB schedules these posts ahead of time
- Submit 5 business days prior to 1<sup>st</sup> post to post
- Submit word doc & Save Images
- Key Information to include (when applicable)
  - Who (organization – PF! or Partner Agency etc)
  - What (Name of event/program/etc)
  - When (Date & Time)
  - Where (Location/Address)
  - Hyperlink Logo/Photo
  - Flyer or other applicable marketing materials

Example of Promotional Posts		
3/9/19	<p>“Get Set Before You Bet”  The Mission: Meant to provide education and to grow awareness of how to keep gambling fun for those who gamble and how to get help for those who need it.</p> <p>PLAY a GAME to learn how to be a responsible gambler!</p>	<p>— IF YOU GAMBLE —  <b>GET SET  BEFORE  YOU BET</b></p> <p><a href="https://www.beforeyoubet.org/the-game/">https://www.beforeyoubet.org/the-game/</a></p>
3/15/19	<p>Are you concerned about substance abuse? Join us to learn more about the important role the faith community can play in prevention!</p> <p>Building Prevention with Faith – Free one-day event  April 9, 2019  @ New Jerusalem Baptist Church</p> <p>For more information &amp; registration visit: <a href="http://prevention-first.org">prevention-first.org</a></p>	<p>Use event jpeg</p>
10/31/18	<p>Support Prevention efforts by attending First Annual HOPE for Cincinnati Coalition fundraising Gala on December 8, 2018.</p>	<p><b>Gala Eventbrite Registration Link</b>  <a href="https://hopeholidaygala.eventbrite.com">https://hopeholidaygala.eventbrite.com</a></p>





**\* Template Available**

### **Social Media Marketing Plan**

Directions: Copy content from this document directly into your social media platform (Facebook/Twitter/Linked In)

Tip: Use Facebook's scheduling tool to pre-schedule all your posts at one time!

Building Prevention with Faith Event		Date: 4/9/19
Date	Content	
3/22	<p>Are you concerned about substance abuse? Join us to learn more about the important role the faith community can play in prevention!</p> <p>Building Prevention with Faith – Free one-day event April 9, 2019 @ New Jerusalem Baptist Church</p> <p>For more information &amp; registration visit: <a href="http://prevention-first.org">prevention-first.org</a></p>	
3/26	<p>If you are passionate about preventing substance misuse and recognize the important role the faith community can have in prevention, you are invited to attend:</p> <p>Building Prevention with Faith – Free one-day event April 9, 2019 @ New Jerusalem Baptist Church</p> <p>For more information &amp; registration visit: <a href="http://prevention-first.org">prevention-first.org</a></p>	
3/29	<p>Calling all clergy, religious youth workers, denominational staff, religious educators, youth in leadership roles in congregations, and other ministerial volunteers. You can make a difference by learning ways to prevent substance abuse.</p> <p>Building Prevention with Faith April 9, 2019 @ New Jerusalem Baptist Church</p> <p>For more information &amp; registration visit: <a href="http://prevention-first.org">prevention-first.org</a></p>	



# Real Time Posts

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- Tells the PF! Story
- Submit to J.Bierer via text message (513-707-2926) or PF! email
- Provide post content
- Include photo whenever possible (1-2 photos – you choose the best)
- Identify persons in photos

## Example of text:

Today our Evaluation Manager, Sarah Sawmiller, presented the 2018 PF! Student Drug Use Survey regional findings to partners at Interact for Health. (text included a picture of Sarah presenting)



### PreventionFirst

Published by Jennifer Gerdeman Bierer [?] · October 17 at 1:00 PM · 🌐

This week PFI staff Angela Cowart and Cathy Born have been delivering tokens of our appreciation and thanking our prevention champions for their support.



### PreventionFirst is at Interact for Health.

Published by Jennifer Gerdeman Bierer [?] · October 24 at 4:45 PM · Cincinnati · 🌐

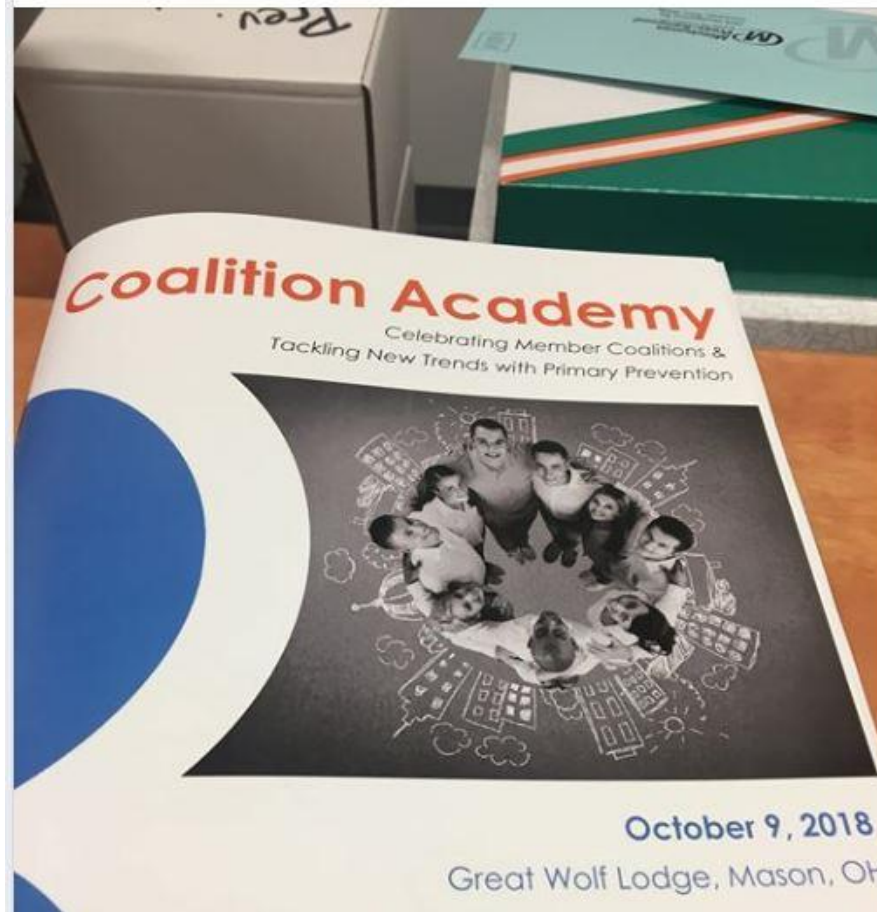
Today our Evaluation Manager, Sarah Sawmiller, presented the 2018 PFI Student Drug Use Survey regional findings to partners at Interact for Health.



### PreventionFirst

Published by Jennifer Gerdeman Bierer [?] · October 3 · 🌐

Our programs for Coalition Academy have arrived at PFI's office! Join us on 10/9 all day at Great Wolf Lodge in Mason for this one day behavioral health prevention conference.





# Scheduling

The screenshot shows the Facebook interface for the 'PreventionFirst' page. The top navigation bar includes the Facebook logo, the page name 'PreventionFirst', a search icon, and a user profile picture labeled 'Jenni'. Below this, a secondary navigation bar contains links for 'Page', 'Inbox' (with a red badge showing '21'), 'Events', 'Manage Jobs', 'Notifications' (with a red badge showing '11'), 'Insights', and a 'More' dropdown menu. The 'More' menu is currently open, displaying three options: 'Publishing Tools', 'Ad Center', and 'Page Quality'. A red circle is drawn around the 'More' menu and its dropdown options. On the left side of the page, there is a large circular profile picture for 'PreventionFIRST!' with the tagline 'GUIDING COMMUNITIES TO A VIBRANT FUTURE' and a blue plus icon in the bottom right corner. To the right of the profile picture, there is a section titled 'Hosting an event?' with a red calendar icon and a blue 'Create Event' button. Below this, the text 'Center for' is partially visible.



Scheduled Posts

Search... Actions Showing 1 - 4 of 4

Posts

Spread the w  
www.cincinna

During Quart  
PreventionFI

Great Local L  
currently ope

Early voting s  
Board of Ele

+ Create

Create Post Event Job

Write a post...

Photo/Video Get Messa... Feeling/Ac...

News Feed  
Posts are public and show up on your Page and in search results.  
Share Now

Coalition for A Drug Free Adams County  
Public group

See More Groups

Preview Share Now

### Scheduled Posts

Actions

Showing 1 - 4 of 4

<input type="checkbox"/>	Posts	<input type="checkbox"/>	Scheduled (EST)
<input type="checkbox"/>	Spread the word www.cincinnati...	<input type="checkbox"/>	September 13, 2019 at 12:25 PM Jennifer Gerdeman Bierer
<input type="checkbox"/>	During Quarantine PreventionFI	<input type="checkbox"/>	September 24, 2019 at 1:07 PM Jennifer Gerdeman Bierer
<input type="checkbox"/>	Great Local... currently open	<input type="checkbox"/>	October 1, 2019 at 12:26 PM Jennifer Gerdeman Bierer
<input type="checkbox"/>	Early voting... Board of Elec...	<input type="checkbox"/>	October 8, 2019 at 10:01 AM Jennifer Gerdeman Bierer

Create Post Event Job

Write a post...

Schedule Post

**Publishing Schedule**  
☒ Publication  
Select a date and time in the future for when you want your post to publish.  

EDT

**Distribution Schedule**  
☐ Stop News Feed Distribution  
Select a date and time in the future for when you want your post to stop showing in News Feed. The post will still be visible, but News Feed distribution will end.

Cancel

Schedule

## Posts

Published Posts

Scheduled Posts

Drafts

Expiring Posts

## Videos

Video Library

Videos You Can  
Crosspost

## Tools

Search...



Actions ▾

Showing 1 - 4 of 4



Posts

Scheduled (EST) ▾



Spread the word! Conference registration is currently open at:  
[www.cincinnatichildrens.org/ChildrenOfAddiction](http://www.cincinnatichildrens.org/ChildrenOfAddiction)

Sep 13, 2019 at 12:25 PM  
Jennifer Gerdeman Bierer



During Quarter 4 (April 1, 2019 to June 30, 2019)  
PreventionFIRST! provided services to 1,752 individuals!

Sep 24, 2019 at 1:07 PM  
Jennifer Gerdeman Bierer



Great Local Learning Opportunity! Conference registration is  
currently open at: [www.cincinnatichildrens.org/ChildrenOfAddiction](http://www.cincinnatichildrens.org/ChildrenOfAddiction)

Oct 1, 2019 at 12:26 PM  
Jennifer Gerdeman Bierer



Early voting starts today - October 8th! Visit the Hamilton County  
Board of Elections @ 4700 Smith Road in Norwood.

Oct 8, 2019 at 10:01 AM  
Jennifer Gerdeman Bierer



Stories

Story Archive

Posts

Published Posts

Scheduled Posts

Drafts

Expiring Posts

Videos

Video Library

Videos You Can Crosspost

Published Posts













+ Create

Search...

Q

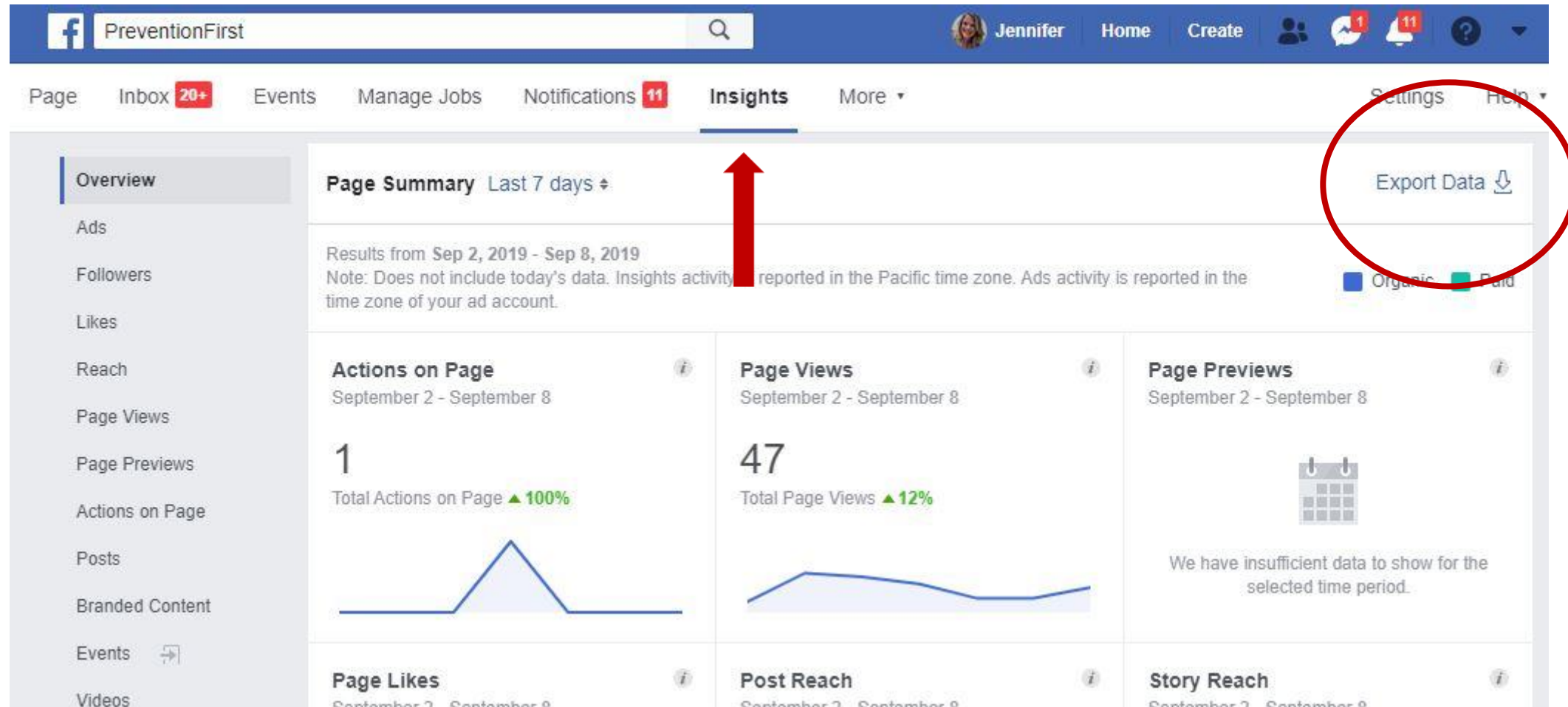
Actions ▾

◀▶

<input type="checkbox"/>	Posts	Reach	Clicks/Actions	Published ▾
<input type="checkbox"/>	 PreventionFirst is at The Calvary Church.	84 	4 	Sep 8, 2019 at 1:13 PM Jennifer Gerdeman Bierer
<input type="checkbox"/>	 Registration Closes Today @ Noon! <a href="https://events.eventzilla.net/e/2019-">https://events.eventzilla.net/e/2019-</a>	153 	2 	Sep 6, 2019 at 7:30 AM Jennifer Gerdeman Bierer
<input type="checkbox"/>	 Hurry! Registration closes tomorrow at noon! <a href="https://events.eventzilla.net/e/2019-">https://events.eventzilla.net/e/2019-</a>	51 	2 	Sep 5, 2019 at 12:00 PM Jennifer Gerdeman Bierer
<input type="checkbox"/>	 PreventionFirst shared a link.	78 	2 	Sep 5, 2019 at 9:17 AM Jennifer Gerdeman Bierer



# Metrics



## PF! Metrics

### Page Data

Engaged  
Total Reach

### Post Data

Impressions  
# of posts

### Export Insights Data

Select a data type, file format and date range. You can export up to 500 posts at a time.

#### Data Type

- ☒ Page data  
Key Page metrics for engagement, like sources and audience details.
- ☐ Post data  
Key post metrics for reach, impressions and feedback.
- ☐ Video data  
Key video metrics including views.

#### File Format

Excel (.xls) ▼

#### Date Range

August 13, 2019 - September 9, 2019 ▼

Last Month  
Today

Yesterday  
Last 7 days

Last 14 days  
Last 28 days

This month  
This quarter

August ▼ 2019 ▼

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

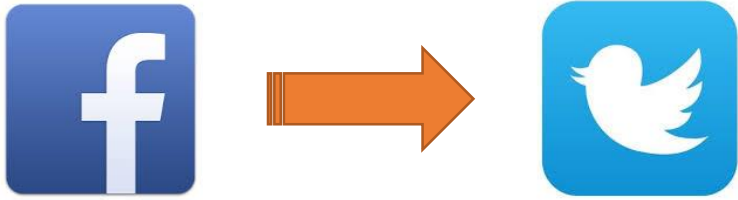
to September ▼ 2019 ▼

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

August 13, 2019 - September 9, 2019

Cancel OK


# Linking Social Media Platforms




Facebook.com/twitter/




✓ Changes saved.

 **Jennifer Gerdeman Bierer** [Link to Twitter](#)

Link Your Pages to Twitter

 **Princeton Community Middle School - PTA** [Link to Twitter](#)

 **PreventionFirst**

Linked to Twitter (as PrevFIRST)

[Edit Settings](#) · [Unlink from Twitter](#)

- ☒ Status Updates
- ☒ Photos
- ☒ Video
- ☒ Links
- ☐ Notes
- ☒ Events

[Save Changes](#) [Cancel](#)

# Linking Social Media Platforms



Inbox **20+** Events Manage Jobs Notifications **11** Insights More ▾

General

Messaging

Page Info

Templates and Tabs

Post Attribution

Notifications

Messenger Platform

Facebook Badges

Page Roles

People and Other Pages

Preferred Page Audience

Authorizations

Branded Content

 Instagram

Settings

## Manage Instagram on Facebook

Reach more people who care about what you do by connecting an Instagram account to your Facebook Page. You'll get additional features to interact with people across Facebook and Instagram.



## Instagram Account Details

### Basic Information

Name PreventionFIRST!

Username prevfirst

Website <http://www.prevention-first.org/>

Bio

Category

Business Contact Information

[Sync Information](#)



# Linking Social Media Platforms

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Need 3<sup>rd</sup> Party Application



Toggle to post to FB too







# Determining Target Audience

Due EOB: Monday, July 9

Your Initials: \_\_\_\_\_

## Target Audience Worksheet by Center

Center/Role:					
Product/Service/Event/Message	Target Audience (specific)	Reached	Somewhat Reached	Not Reached	Unsure

\* Template Available



# Example

††

Center for Prevention Action					
Product/Service/Event/Message	Target Audience (specific)	Reached	Somewhat Reached	Not Reached	Unsure
Parents' Guide (English)	Parents of kids 0-18	x			
	Organizations/Professionals who serve/influence parents/caregivers				
	Pediatricians		x		
	Day care providers			x	
	Foster care providers				x
	Mental health providers		x		
	Treatment providers			x	
	School nurses/counselors	x			



# Identifying Marketing Tools

**Marketing tools** = materials used to promote:

- Products
- Campaigns/Messages
- Events/Trainings
- Services
- Successes/Stories

**How do you choose?**

Audience, Capacity, Budget, Partners





# Marketing Plan

**\* Template Available**

Staff Person: N. Schiesler	
Event: Building Prevention with Faith Training	Date: April 9

Marketing Tools: (Choose all that apply)				
<input type="checkbox"/>	PreventionFIRST! – Pre event	<input checked="" type="checkbox"/>	Mailing	<input type="checkbox"/> Day of Event
<input checked="" type="checkbox"/>	PF! Newsletter Article	<input type="checkbox"/>	OP Ed/Letter Editor	<input checked="" type="checkbox"/> Event Program
<input checked="" type="checkbox"/>	PF! Social Media Content	<input checked="" type="checkbox"/>	Media Advisory	<input checked="" type="checkbox"/> Press Release
<input checked="" type="checkbox"/>	Single Page Flyer	<input type="checkbox"/>	Pitch story to media	<input type="checkbox"/> Press Packet
<input checked="" type="checkbox"/>	4 Page Brochure	<input type="checkbox"/>	External Partners – Pre Event	<input type="checkbox"/> Press Conference
<input checked="" type="checkbox"/>	Constant Contact email	<input checked="" type="checkbox"/>	Newsletter content Bulletin/Church Presentation	<input checked="" type="checkbox"/> Day of Social Media
<input type="checkbox"/>	Revisions to an existing brochure/flyer	<input checked="" type="checkbox"/>	Sample Social Media Content	<input checked="" type="checkbox"/> Day of Photos
<input checked="" type="checkbox"/>	Paid Advertising	<input checked="" type="checkbox"/>	Add to website/calendars	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Add to website scroll	<input type="checkbox"/>		<input type="checkbox"/> Post Event
<input checked="" type="checkbox"/>	Website: add/revise content	<input type="checkbox"/>		<input checked="" type="checkbox"/> PF! Newsletter Re-Cap
<input type="checkbox"/>	Email tagline	<input type="checkbox"/>		<input type="checkbox"/>



# Identifying Marketing Strategies

**Marketing Strategies = How will you use Marketing Tools?**

## **How do you choose?**

- Who Influences your target audience?
- Which partners know the influencers?
- Where will your target audience be?
- Where will your target audience be looking?



# Marketing Plan - Strategies

**Big or Little!** Know your ASK!  
Constant Contact, Mail Chimp,  
List Serv, Personal emails

\$: (Choose all that apply)

**Find the Key Influencers?**

Know your ASK! What will your  
LEAVE? (Marketing Tools) How will  
you FOLLOW UP?

		Details & Who is responsible
		Partners
	Email Invites	Partners/PF!
	Flyer Distribution	Partners/PF!
	Add to event/training Calendars	

**Get on It!** Community,  
School, Professional, Chamber  
of Commerce

**Where will your target  
audience be?** Schools,  
Churches, businesses....



Create.

Up Date Regularly.

Part of Agenda.

Who Needs Help?

Review Post Event.

Discuss Challenges.

Celebrate Successes.

Save for Next Time.

# Marketing Time Line

\* Template Available

TASK	DEADLINES	FINAL DATES	DONE	WHO?
Add as needed				

Approved By: \_\_\_\_\_ Date: \_\_\_\_\_





MARKETING STRATEGY	ACTION	
PFI Newsletter Article	Announcement included in February and March newsletters (	
Sample Church Bulletin Insert	Created and Disseminated to Planning Committee	
Powerpoint Slide for Church Monitor	Created and Disseminated to Planning Committee	
Social Media Content & Images	Social media FB posts created and scheduled to PFI	Post #1 – 428 Reach Post #2 – 115 Reach Post #3 – 136 Reach Post #4 – 62 Reach
Facebook Event Page	Posted Week of 3/25. Reach = 875; Shared with Partners – Archdiocese of Cincinnati accepted as a co-host	
PFI Website Banner/Update content	Home Page Banner and Page Event Created – All literature points to <a href="http://www.prevention-first.org">www.prevention-first.org</a>	
On-line Calendars	Included on the PFI On-line Calendar	
Direct Mailing	200 letters signed by PFI and HCMHRB to Churches in Hamilton County – 3/11/19; Included Agenda and Paper Registration	
4 Page Marketing Piece	Created and shared electronically with Host Committee, Speakers, Planning Committee, Hamilton County Heroin Coalition, African American Engagement Workgroup,	
One page flyer	Created from PFI template	Copies shared hard copy and via email; Several churches sent hard copy in the mail; Rev. Jones shared with Black Minister's Conference
Radio Interviews	Planning Committee Member did a 12 minute interview with the Rev. Hilton Show on 3/31 at 4:30pm.	
Constant Contact	Sent 3/27/19	Constant Contact can track open click rates; Sent to Sending to: CPA (607); Board (20); Elected (12); Faith (44); General Interest (386); Coalition Leaders (27)

# Marketing – Final Report

Share with **ALL** partners.

Grant Reporting.

Funding Opportunities

**\* Example & Template Available**





# Questions?

**Jennifer Bierer**

Manager, Communications

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