



## SOCIAL MEDIA TIPS AND BEST PRACTICES

Social media is a great channel to be able to target specific audiences with our CAP Month message, reach and engage them with content, and provide ways for them to easily take action.

### PRIMARY PLATFORMS



**Facebook =  
Mass Reach + Scale**

You can leverage the size of Facebook's network and detailed audience targeting capabilities to showcase CAP Month messages and engage in a conversational and meaningful way.



**Twitter =  
Real-Time Opportunities + Engagement**

You can participate in real-time conversations that are already happening and create dialogue around our CAP Month efforts. Plus, users are more apt to share out content publicly on the platform, so there is more opportunity to engage them in conversation and CAP Month content.

### SOCIAL MEDIA CAMPAIGN HASHTAGS

Hashtags # are used to help categorize content on social media and allow you to connect with and engage others based on a common theme or interest. It also makes your own content discoverable and allows you to find relevant content from others.

Here are some of the hashtags to use throughout CAP Month:

- **#GreatChildhoods**
- **#CAPmonth**
- **#WearBlue**
- **#PinwheelsForPrevention**



**Prevent Child Abuse  
America®**



Because of the ever-changing algorithms on social platforms, organic content can be deprioritized and may not reach your full follower base, whereas paid content has a greater chance of reaching your intended audience—both followers and non-followers. Therefore, we recommend a mix of paid and organic content throughout CAP Month where possible.

## PAID SOCIAL MEDIA

Paid social media is essential for creating brand awareness, reaching more audience members, and increasing engagement. Here are a few tips on how to get started:

- **Use the Facebook Ads Manager tool.** You can access the Ads Manager directly by going to [facebook.com/ads](https://facebook.com/ads). Follow the step-by-step instructions to get your Ads account up and running.
- **Determine your target audience and goals.** Who do you want to see your ads? Are you trying to reach potential donors, new volunteers, or just folks interested in your cause? A good tip is to look at your Facebook Insights page to see what kind of demographics you're already reaching most effectively and where your money would be best spent.
- **Set your budget.** You don't have to spend a lot of money to see a return on the ads. You have the option to set a daily budget or a lifetime campaign budget, and these numbers represent the maximum amount you would spend on your campaign.
- **Use images or video.** In the provided chapter toolkit, there are videos that are optimized for Facebook ad specifications. We've also provided some square videos that are meant to be used in a Carousel ad as well as a vertical Facebook Stories ad.
- **Track the campaign and optimize content along the way.** If one ad is performing better than another, optimize your paid campaign with higher-performing content.

*Note: The national office will be running a paid national social media campaign throughout CAP Month. For extra impact, you can supplement with a local ad buy targeting audiences throughout your state or in specific communities.*

## ORGANIC SOCIAL MEDIA

Organic social media is important for building and nurturing relationships with current and potential followers. Your organic content should feel approachable and friendly and drive followers to take further action. Here are a few tips on how to create compelling organic social content:

- **Consider posting 1-2 organic posts per week.** This will help keep followers engaged and will help keep your chapter and CAP Month top of mind all month long.
- **Always include images.** Images help grab your audience's attention while scrolling through their social feed. Use the campaign images provided in the toolkit or create your own. You can find quality (and free!) stock images on websites like [Unsplash.com](https://unsplash.com).
- **Prioritize video content.** Videos have higher engagement rates and tend to outperform static image posts.
- **Keep copy short, colloquial, and to the point.** The more ad-like it sounds, the lower it will perform.
- **Include a call to action to encourage your audience to engage.** Whether you want people to click through to your website, share, or comment, make sure you tell your audience what you want. Your calls to action can be anything from an intriguing question, a "tease" to entice people to click or read more, or an explicit request. Experiment and see what works best.
- **Don't overload your page with donation requests, event invites, etc.** Always try to add value to your page and provide interesting and informative content for your audience.
- **Use Facebook Insights to help guide content development.** The tool can help you learn more about the demographics of your audience, what times of day they are the most active, and which types of content are being interacted with the most.

