



Prevent Child Abuse
Indiana
A Division of The Villages



Tips for Working with Social Media

Social media — message boards, blogs with reader comment capabilities, podcasts, photo- and video-sharing, and other interactive functions — enable online participation and provides **Prevent Child Abuse** Indiana (PCAI) and its Councils a new way to reach a new audience committed to preventing child abuse.

As **Prevent Child Abuse** Indiana enters into Social Media Marketing, it is important to use it wisely. Below are some suggestions for Councils that are just beginning to look into social marketing sites as a unique marketing opportunity.

Know Your Purpose

Different social media tools are better at accomplishing specific objectives. For example, blogs are a great way to get feedback on PCAI programs or events from large groups of constituents, while photo-sharing programs are useful for building a sense of community and excitement around new programs or events.

Dedicate Resources

Building relationships in social media requires resources. You need to have a dedicated staff member or volunteer responsible for communicating on a one-on-one level with your audience. That means that this team of people needs to read blogs, manage friend lists, write comments, join groups, upload photos, participate in forums, be active on sites like Facebook.

Communicate Early & Often

Whether it's through newsletters, blogs or even forum posts, get out there and communicate about the great work of PCAI and your council. By communicating "early" you have the opportunity to get a jump start on topics and trends in the child welfare arena. Communicating often helps to build that relationship with your audience that they can trust you will be there, informing them of the valuable information they are looking for or need.

Get Involved

Use Social Media as a way to have two way conversation. It is important that do more than post links to your blog, or submit press releases in Twitter. Actually get involved with your community. If people are looking for information about PCAI or events and activities surrounding Child Abuse Prevention Month activities, point them in the right direction.

Remember to Listen

Building a relationship requires that you listen more and talk less. Social media offers a unique opportunity for you to get real reactions, learn about real issues or problems as well as successes straight from your audiences' perspectives. It's remarkable the things you can learn from others just by listening to what they are saying. Take the time to read their posts in forums, comments to your blog posts, their Facebook or other social media outlets.

Post photos wisely

Join active groups (activity is more important than size) and share your quality photos on sites such as Flickr (www.flickr.com) with the group. Comment on other people's photos and join discussions. Tag your photos wisely. Link from your blog or Web site to your Flickr photos to gain additional exposure.

Learn from other Councils

Search for other Council posts and groups -- and join. Learn from each other, link to one another's sites, post comments and share information. The best way to continue to spread the great work of Prevent Child Abuse Indiana is to form an on-line community and communicate with one another. Invite others to join the conversations and build a bigger audience.

Have fun!

Common Social Media Sites

- Facebook: www.facebook.com – a Web site used to connect with people and share information
- YouTube: www.youtube.com - a video sharing Web site where users can upload, view and share video clips
- Flickr: www.flickr.com – a Web site used to share photos
- Smaller Indiana: www.smallerindiana.com – a Web site for Hoosiers to share ideas, events and innovative ideas