



AS A PART OF AN ORGANIZATION'S OVERALL COMMUNICATIONS STRATEGY

The why

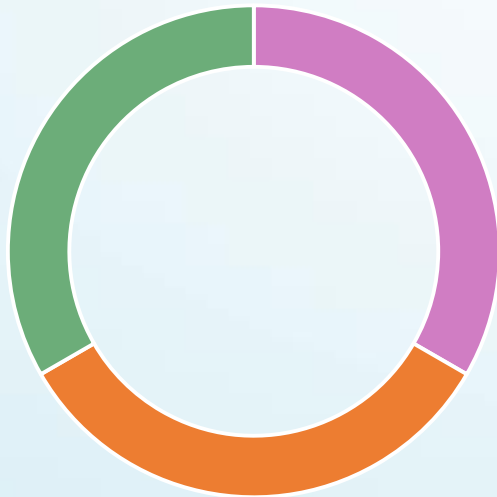
The title 'The why' is rendered in a large, bold, black sans-serif font. To the right of the word 'why', there are several decorative icons: a pink circular icon containing a network of three stylized human figures, a teal speech bubble containing a white smartphone icon, and two pink stylized human figures (one male, one female) standing side-by-side.

- Evolution of the Times
- Competition in the Marketplace
- Communicating with millennial parents

The How - Get Prepared

Your online presence is no longer just a website.
It's one that creates conversations.

Integrate Strategies



■ Website ■ Broadband Communication ■ Social Media

- 1/3 Website- Go mobile responsive.
- 1/3 Broadband- Build your email list and newsletters.
- 1/3 Social Media- Now you're ready!

Define Your Brand

■ **Uniqueness**

Distinguish yourself from other nonprofits doing similar work.

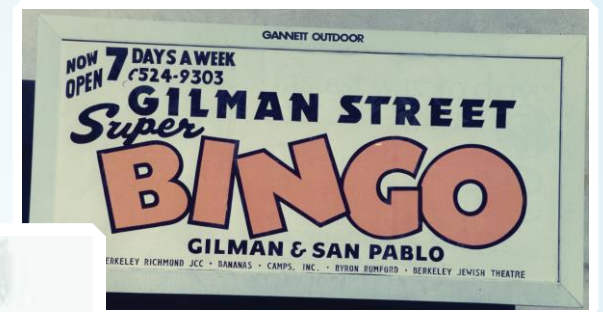
■ **Authenticity**

Speak authentically about the challenges you face and the talent you have.

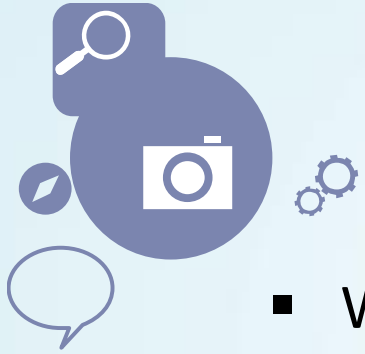
■ **Consistency**

Be consistent with your words, stories, actions, look, and feel.

Stay True to You...



Set Clear Objectives



- What do you want to accomplish?
- What is important to your specific organization?
- How does your social media objective support your organization's goal and communications plan?

- Raise enrollment rates in workshops.
- More child care referrals.
- Sell tickets to events.
- Promote political advocacy.
- Fundraise and recruit volunteers.



The Who

Target your audience!

- Who must you reach with your social media efforts to meet your objective?
- Why this target group?



- What do they know or believe about your organization or issue?
- What will they find interesting/relevant?
- What key points do you want to make with your audience?
- What social media channels is your target audience using?



Know Your Capacity

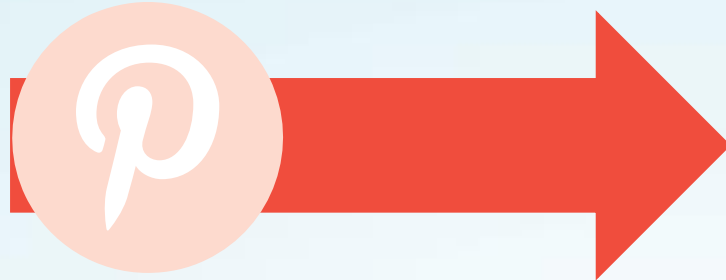
Start Small



Which Social Media Platforms?



- Pinterest



- Easy way to promote content from your programs and give advice and ideas.

- Instagram



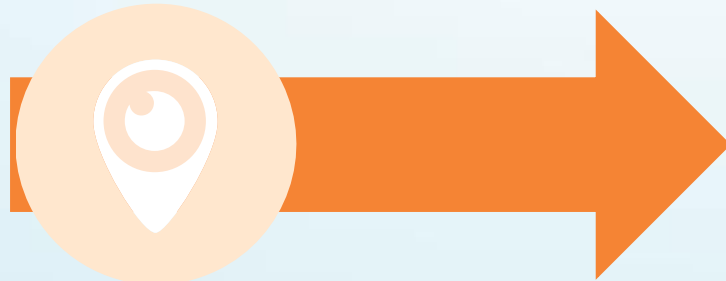
- Must have visual content. Lots and lots of pictures and graphics.

- YouTube



- Video branding. Yes we love this.

- Periscope

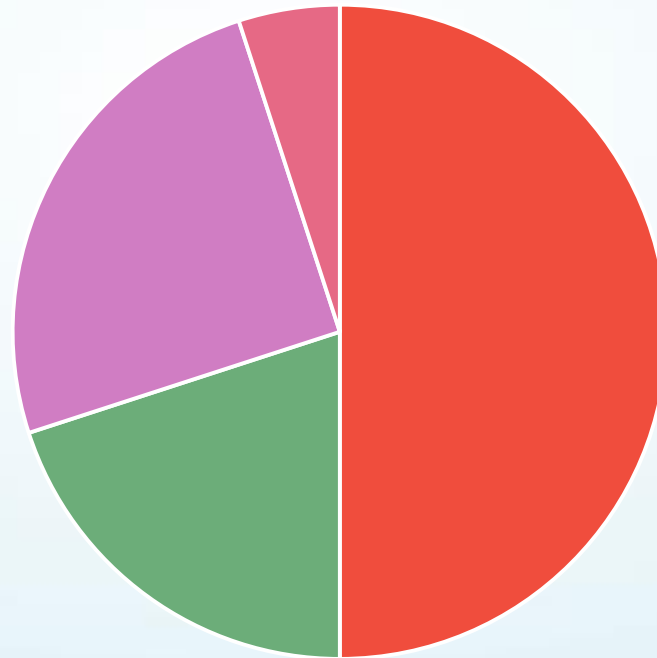


- Live stream classes and events!

Social Media Conversations:

How Much

- 50% Listen
- 20% Participate
- 25% Share
- 5% Generate Buzz



■ Listen ■ Participate ■ Share ■ Generate Buzz

Build Your Network

- Take a list of all your social media advocates- R&Rs, Program Partners, Board Members, Staff, Instructors, Child Care Providers, CBO's, Funders, etc.
- Email all of them and ask them to join your social media network.
- Private message individuals and groups and ask them to share your posts.
- **SHARE, SHARE, SHARE!!**



Social Media Tools

Posting, Scheduling, Assignments, & Measuring Analytics



The screenshot shows the Hootsuite website homepage. At the top, the Hootsuite logo is on the left, and navigation links for 'Features', 'Plans and Pricing', 'Blog', and 'Resources' are on the right. The main heading is 'Social Media Management' with the subtext 'The leading social media dashboard to manage and measure your social networks'. Below this is a large image of the Hootsuite dashboard interface. To the right of the dashboard image is a list of features: 'Manage multiple social profiles', 'Schedule messages and tweets', 'Track brand mentions', 'Analyze social media traffic', and '5 million+ satisfied users'. At the bottom right of the dashboard image is a button that says 'View Plans and Pricing'. At the bottom of the page are icons for various social media platforms: Google+, LinkedIn, Twitter, Facebook, YouTube, and Instagram.

Hootsuite

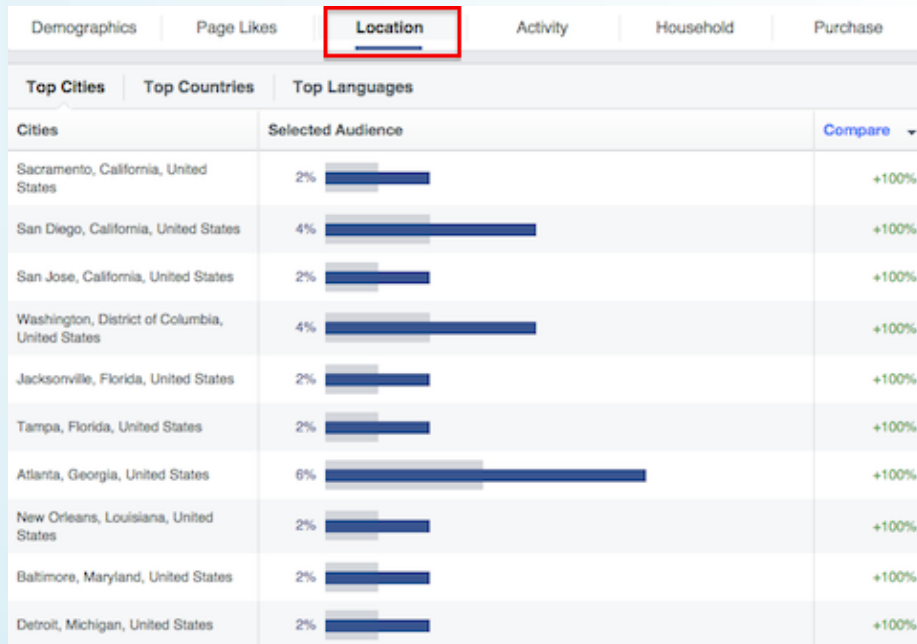


The screenshot shows the Sprout Social website homepage. At the top, the Sprout Social logo is on the left, and navigation links for 'PRICING', 'ABOUT US', and 'CUSTOMERS' are on the right. There is also a phone number '1-866-878-3231' and 'LOG IN' and 'SIGN UP' buttons. The main heading is 'Social media management for exceptional companies.' Below this is a list of features: 'Monitor your brand & manage conversations brilliantly with one, easy-to-use tool.', 'Publish & schedule updates across social channels with a single click.', 'Manage teams, large social channels, tasks and assignments with ease', and 'Measure your efforts with comprehensive reporting and analytics'. To the right of the text is a large image of the Sprout Social dashboard interface, which includes various charts and graphs. At the bottom left of the dashboard image is a button that says 'Start your 30-day free trial >'. Below the button is the text 'No credit card required, no software to install.' At the bottom of the page are icons for various social media platforms: Twitter, Facebook, LinkedIn, and Instagram.

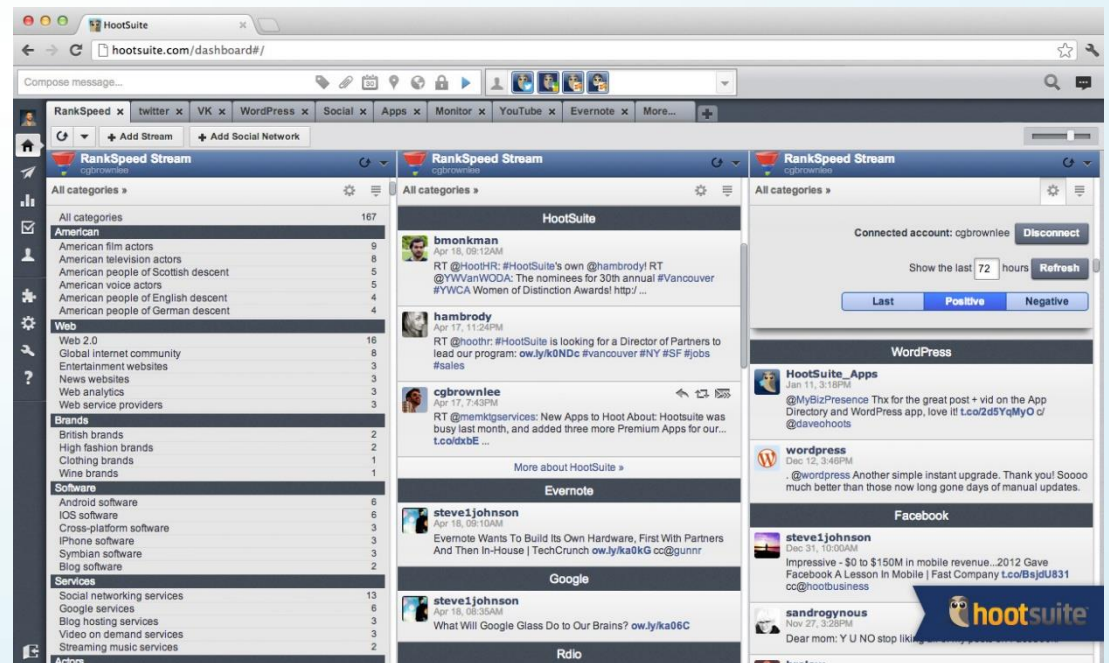
sprout social

Social Media Tools

Posting, Scheduling, Assignments, & Measuring Analytics



Facebook Insights

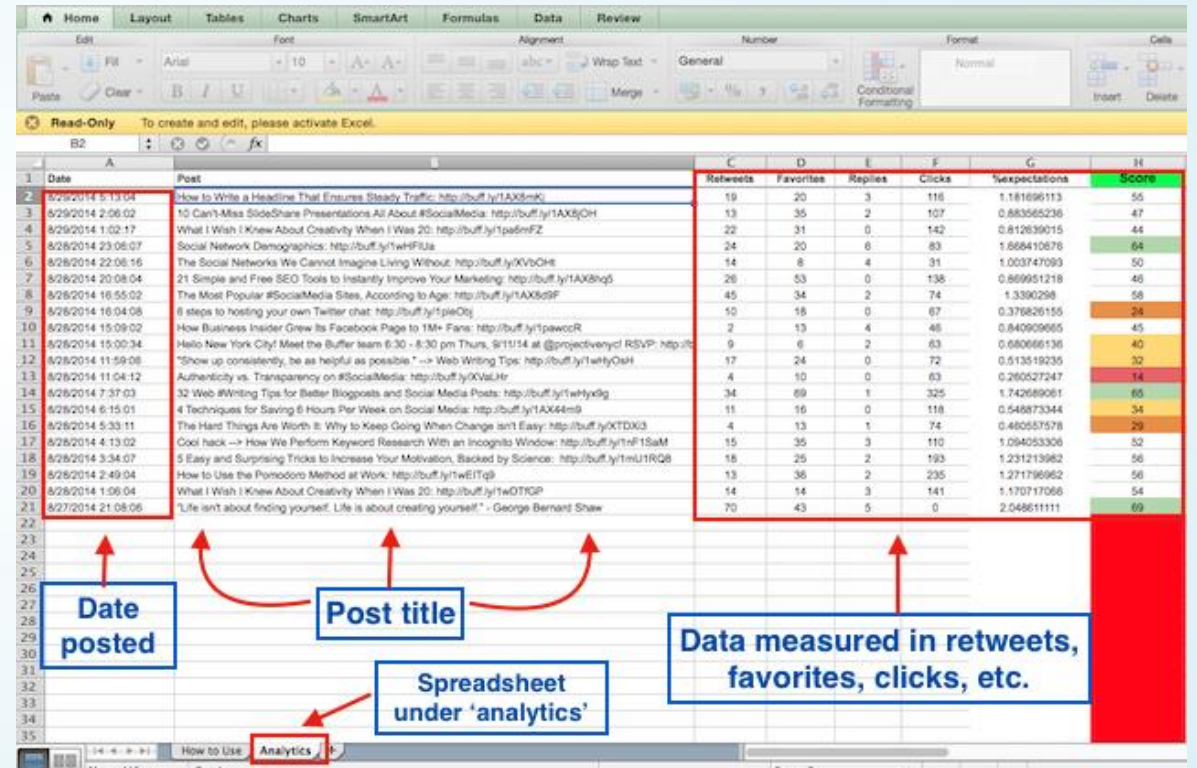


RankSpeed

Free Tools



Headline Analyzer



Social Media Calendar

Experiment

Analyze

Switch Up



HARNESS THE POWER OF SOCIAL MEDIA

Using Social Media to Promote Your Cause

October 22, 2015 10am-11:30am

BUILDING MOMENTUM

- Launch a New Program, Logo, Website, etc.
- Fundraise Directly or Through a Campaign
- Garner Interactions
- Foster Collaborations and Partnerships With Other Organizations

LAUNCHING A NEW PROGRAM, LOGO, WEBSITE: THE COUNTDOWN



4Cs of Alameda County
Published by Katie Honegger (?) · May 11 ·

In less than a week, we say goodbye to 4C's old logo and reveal a new look for the agency. Join us at our Children's Faire this Saturday as we present the new logo of 4C's of Alameda County! Visit <http://bit.ly/4Cs2015CF> for Faire details.



78 people reached

Boost Post

Like Comment Share Buffer

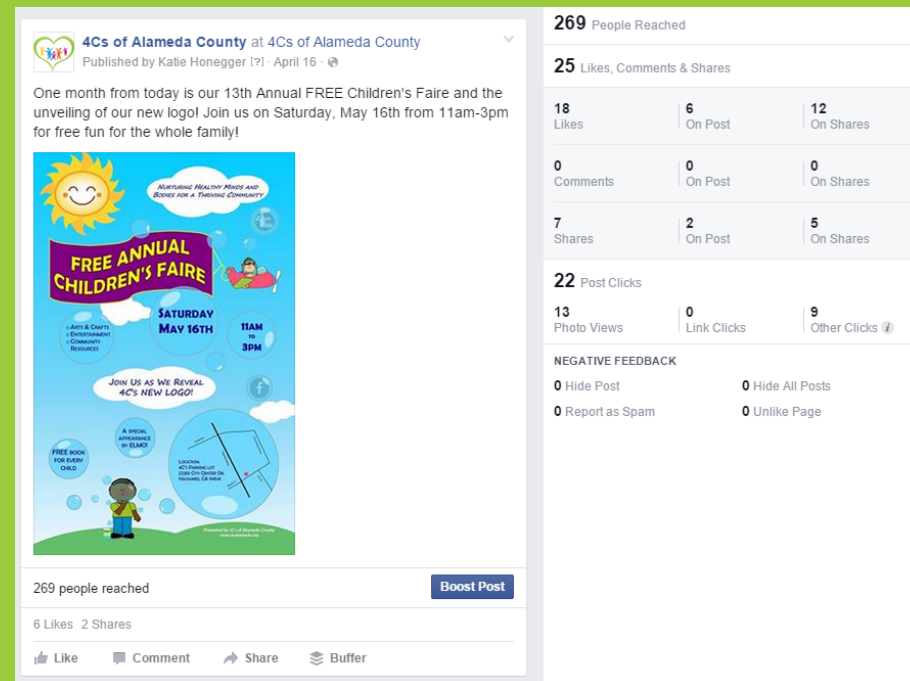
MichaelandJoni Chantigian, BANANAS, Hayward Promise Neighborhood and 2 others like this.

Write a comment...

Shonda Mosby Really? I guess it's time for a new water cup cuz mine has some miles on it.


Spark excitement

Hold an event to launch a major announcement – cross promote



4Cs of Alameda County at 4Cs of Alameda County
Published by Katie Honegger (?) · April 16 ·

One month from today is our 13th Annual FREE Children's Faire and the unveiling of our new logo! Join us on Saturday, May 16th from 11am-3pm for free fun for the whole family!



269 people reached

Boost Post

6 Likes 2 Shares

Like Comment Share Buffer

269 People Reached		
25 Likes, Comments & Shares		
18 Likes	6 On Post	12 On Shares
0 Comments	0 On Post	0 On Shares
7 Shares	2 On Post	5 On Shares
22 Post Clicks		
13 Photo Views	0 Link Clicks	9 Other Clicks
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	



4Cs Alameda County @4CsAlameda · Sep 30

Tomorrow's the big day! We reveal the BIG 4C's announcement in less than 24 hours!



4Cs Alameda County @4CsAlameda · Sep 25

6 days until 4C's makes a BIG announcement! Stay tuned...

4Cs Alameda County @4CsAlameda · Sep 24

Non-exempt child care providers serving children in 4C's @CAPPAonline program must have #TrustLine background checks.



Countdown on multiple channels with a consistent graphic

LAUNCHING A NEW PROGRAM, LOGO, WEBSITE: THE REVEAL

 **4Cs of Alameda County**
Published by Katie Honegger [?] · October 1, 2014 · 🌐

The countdown is over, 4C's of Alameda County presents the agency's NEW website: www.4calameda.org. Check out the new website today and let us know what you think!



4C's of Alameda County
Find information about Community Child Care Council (4C's) of Alameda County's Programs and Services
4C-ALAMEDA.ORG

63 people reached [Boost Post](#)

6 Likes 1 Comment

Like Comment Share Buffer

Linda Avner Bringman, Renee Sutton Herzfeld, MichaelandJoni Chantigian and 3 others like this.


Write a comment...

 **Hayward Promise Neighborhood** It looks great, congratulations!
Like · Reply · 🔄 1 · October 1, 2014 at 8:49am

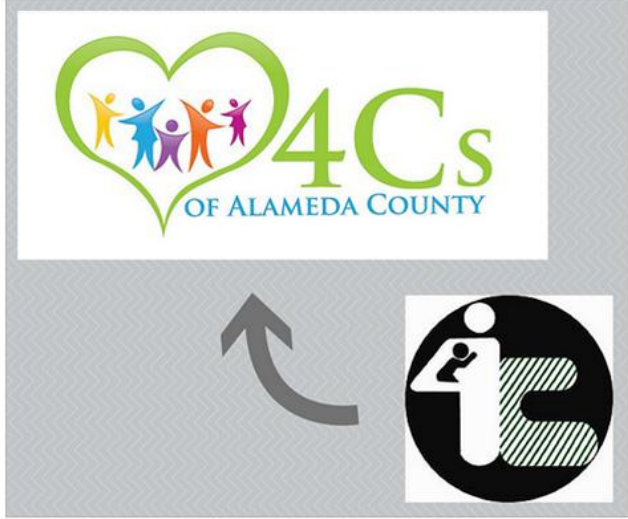
 **4Cs of Alameda County** Thank you, Hayward Promise Neighborhood!
Like · Reply · Commented on by Katie Honegger [?] · October 1, 2014 at 9:00am

Keep interest up the day-of the announcement and days/weeks/months following.

Remember, less than 10% of your followers typically see your posts!

 **4Cs of Alameda County**
Published by Katie Honegger [?] · July 30 · 🌐

It's been more than two months since we introduced our new logo, so for this #tbt we're reminded of how our look has changed. We hope you've grown to love it as much as we do!

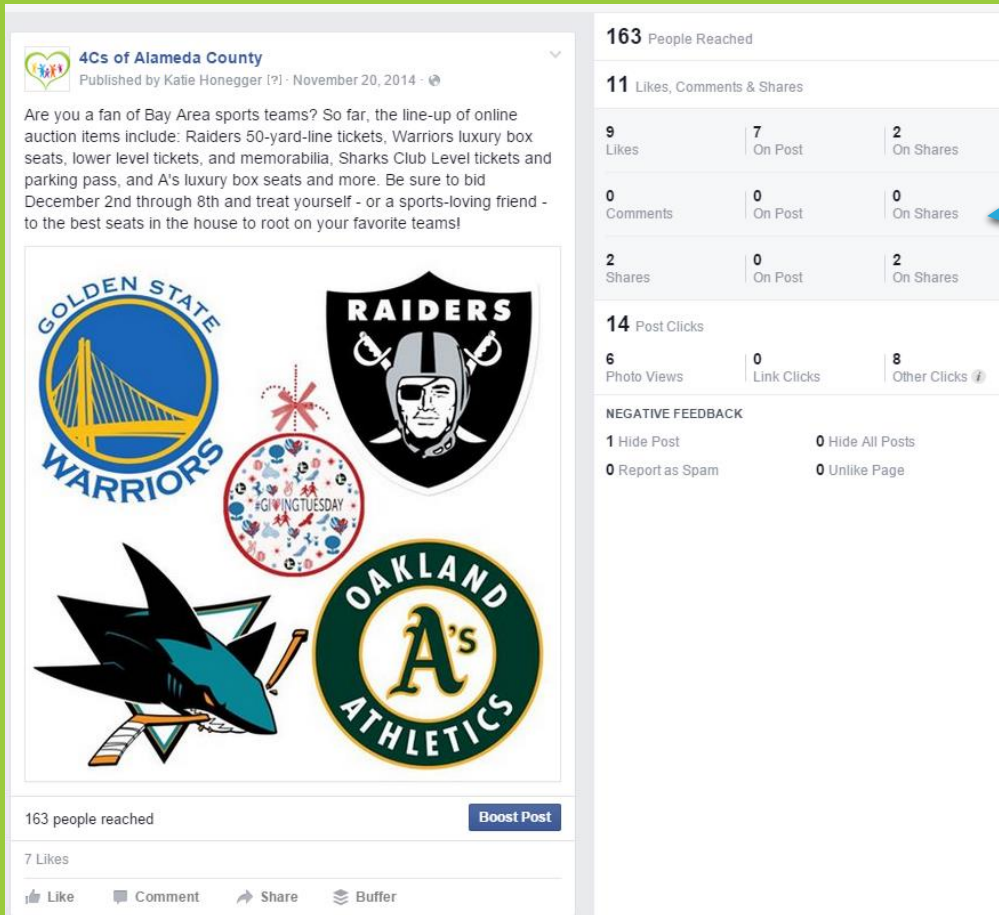


113 people reached [Boost Post](#)

7 Likes


Like Comment Share Buffer

FUNDRAISING: EXCITE THEM, THANK THEM, AND THANK THEM AGAIN!



4Cs of Alameda County
Published by Katie Honegger [?] · November 20, 2014 ·

Are you a fan of Bay Area sports teams? So far, the line-up of online auction items include: Raiders 50-yard-line tickets, Warriors luxury box seats, lower level tickets, and memorabilia, Sharks Club Level tickets and parking pass, and A's luxury box seats and more. Be sure to bid December 2nd through 8th and treat yourself - or a sports-loving friend - to the best seats in the house to root on your favorite teams!



163 People Reached

11 Likes, Comments & Shares

9 Likes	7 On Post	2 On Shares
0 Comments	0 On Post	0 On Shares
2 Shares	0 On Post	2 On Shares

14 Post Clicks

6 Photo Views	0 Link Clicks	8 Other Clicks
---------------	---------------	----------------

NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

163 people reached


7 Likes

Like Comment Share Buffer

First Annual #GivingTuesday
Online Auction – Raised
\$5,500!

East Bay Gives 2015 – Raised
\$6,200!

THANK DONORS!



4Cs of Alameda County shared East Bay Community Foundation's photo.
Published by Katie Honegger [?] · May 5 · Edited ·

We're 8 hours into #EastBayGives, have you visited <http://bit.ly/EBG20154Cs> yet? Thank you to our early bird donors: M.H., A.G., and M.G. for your support!



EAST BAY COMMUNITY FOUNDATION
EAST BAY Gives
MAY 5, 2015
www.eastbaygives.org

East Bay Community Foundation

This is it! Today's the day! #eastbaygives #donatenow <https://eastbaygives.org/> @eastbaycf

109 people reached

3 Likes 1 Comment

Like Comment Share Buffer

Mila Zuniga, Bright Future Early Learning Center and Katie Honegger like this.

Write a comment..

Bright Future Early Learning Center Thank you for supporting 4C's and Bright Future Early Learning Center

USING SOCIAL MEDIA TO MAKE GIVING EASY

Post Details Reported stats may be delayed from what appears on posts

4Cs of Alameda County
Published by Katie Honegger [?] · November 28, 2014 ·

Are you planning on shopping online for your loved ones (or yourself) this holiday season? Use the link below (and be sure to bookmark it) to shop on Amazon and 4Cs receive a percentage of your purchase!

amazon smile
Support Community Child Care Coordinating Council of Alameda County by shopping at AmazonSmile.
When you shop at AmazonSmile, Amazon will...
SMILE.AMAZON.COM

218 people reached Boost Post

2 Likes
Like Comment Share Buffer

218 People Reached

6 Likes, Comments & Shares

3 Likes	2 On Post	1 On Shares
0 Comments	0 On Post	0 On Shares
3 Shares	0 On Post	3 On Shares

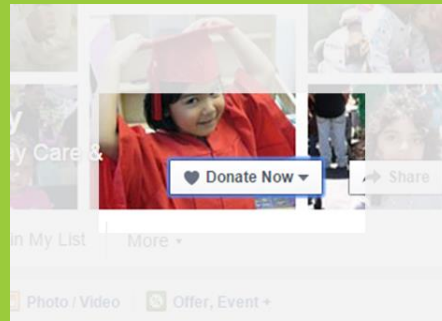
7 Post Clicks

0 Photo Views	1 Link Clicks	6 Other Clicks
---------------	---------------	----------------

NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Promote AmazonSmile quarterly



NEW FB Donate Now Button!

4Cs Alameda County @4CsAlameda · Sep 25

Now giving to 4Cs is easier than ever using the #PayPal giving platform!
bit.ly/Givingto4Cs

Image showing 4Cs logo, PayPal logo, and logos for VISA, MasterCard, and AMERICAN EXPRESS.

2 Comments 2 Stars

4Cs of Alameda County
Published by Katie Honegger [?] · September 7 at 2:38pm · Edited [?] ·

4Cs of Alameda County is now accepting donations using the PayPal platform. Convenient, secure, and easy-to-use, you can find the link to donate to 4Cs on our Facebook page using the "Donate Now" Button, on our website at www.4calameda.org, or using this direct link: <http://bit.ly/Giveto4Cs>

THANK YOU FOR SUPPORTING 4CS!

Image showing a drawing of a family.


4Cs of Alameda County PayPal VISA MasterCard AMERICAN EXPRESS

Don't forget about general, online giving

KEEP THEM ENGAGED: POSTS THAT VIEWERS LOVE

4Cs of Alameda County
Published by Katie Honegger · 7 · October 30, 2014 · Edited ·

4C's of Alameda County is extremely proud to share that our Oakland Office staff was presented official documentation this morning congratulating them on receiving a 0% Error Rate in Governance and Administration of Child Care Payment Assistance programs offered to Oakland families. 4C's is only the second agency statewide in 5 years to receive this perfect rating! Alameda Director of Programs, Paulene, signed the letter presented by Miguel Zuloaga and Jumaane Cowan of the CDE EESD Alternative Payment Monitoring Unit Review Board.



741 People Reached
82 Likes, Comments & Shares

54 Likes	26 On Post	28 On Shares
23 Comments	13 On Post	10 On Shares
5 Shares	1 On Post	4 On Shares

143 Post Clicks

48 Photo Views	0 Link Clicks	95 Other Clicks
----------------	---------------	-----------------

NEGATIVE FEEDBACK

0 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

741 people reached Boost Post

26 Likes 11 Comments 1 Share

Like Comment Share Buffer

Invest early, Hayward Promise Neighborhood, Sharyn McDavid and 23 others like this.


1 share

Staff Announcements

Awards and Recognitions

4Cs of Alameda County
Published by Katie Honegger · 7 · March 16 ·

Our CACFP Week celebrations continue as we congratulate Sandy of Sandy's Childcare and Preschool, one of 4C's Child and Adult Care Food Program participants, for being a nationally recognized award winner by Let's Move! Child Care. Sandy exceeds in healthy behaviors at her child care. She prepares home cooked meals, serving a variety of fruits and vegetables. She is a healthy role model eating with the children and engaging in daily physical activity with them. She incorporates nutrition education into her program, teaching the children where food comes from and including the children into cooking projects. Sandy also hosts field trips to the local farm and farmer's market for her families. 4C's appreciates Sandy's exceptional work and her continued years of participation in 4C's Child Health and Nutrition programs! Read more: [#CACFPWeek2015](http://bit.ly/LMCCWinners2015)



853 People Reached
98 Likes, Comments & Shares

63 Likes	9 On Post	54 On Shares
21 Comments	4 On Post	17 On Shares
14 Shares	14 On Post	0 On Shares

128 Post Clicks

60 Photo Views	5 Link Clicks	63 Other Clicks
----------------	---------------	-----------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

853 people reached Boost Post

9 Likes 4 Comments 14 Shares

Like Comment Share Buffer

Jaime Sanford, Vanessa Madrigal, Rosa Shaente Henriquez and 6 others like this.

14 shares

Write a comment...

Sandy Guzman Thank you! Gracias! See Translation
Unlike · Reply · 1 · March 20 at 8:51pm


Rosa Shaente Henriquez Congratulations sandy
Unlike · Reply · 2 · March 20 at 1:56pm

BANANA 6 Wood wood!!! Congratulations Sandy's Childcare and Preschool!
Unlike · Reply · 3 · March 16 at 9:54am

Yaeminia Villalta Felicidades Prima q bendicion... por ahi veo unas caritas conocidas estan lindas y grandes See Translation
Like · Reply · 1 · March 20 at 8:51am

4Cs of Alameda County
Published by Katie Honegger · 11 · February 2 ·

Time Magazine released their list of the Top 100 Best Children's Books of All Time recently and got us thinking about those books we enjoy reading with our youngest learners. What books do you enjoy sharing with the little ones in your life?



The 100 Best Children's Books of All Time
We rank lasting favorites for young readers, from "Madeline" to "The Lorax"
TIME.COM

172 people reached Boost Post

8 Likes 6 Comments 1 Share

Like Comment Share Buffer

East Bay Community Foundation, Linda Avner Bringman, Connections For Children and 5 others like this.

Recent Activity -

1 share

Write a comment...

Bright Future Early Learning Center Our students love many of these books! A favorite is "Chicka Chicka, Boom Boom!"
Unlike · Reply · 1 · February 4 at 11:39am · Edited

Healthy Child Care - Obesity Prevention Policies in Action The Very Hungry Caterpillar!
Unlike · Reply · 1 · February 3 at 8:33am · Edited

Renee Sutton Herzfeld Hard to choose just one but if must... The Napping House or Love You Forever
Unlike · Reply · 1 · February 2 at 9:29pm

Laura McNair Green Eggs and Ham! It's how I got my kids to try new things... And it worked!
Unlike · Reply · 1 · February 2 at 3:59pm

BANANAS We still love Where the Wild Things Are and Where the Sidewalk Ends!
Unlike · Reply · 1 · February 2 at 2:51pm

Katie Honegger My (almost) two-year-old loves "My Car" by Byron Burton and any of Eric Carle's books about Spot the Dog!
Unlike · Reply · 1 · February 2 at 10:51am

172 People Reached
31 Likes, Comments & Shares

17 Likes	8 On Post	9 On Shares
9 Comments	6 On Post	3 On Shares
5 Shares	1 On Post	4 On Shares

32 Post Clicks

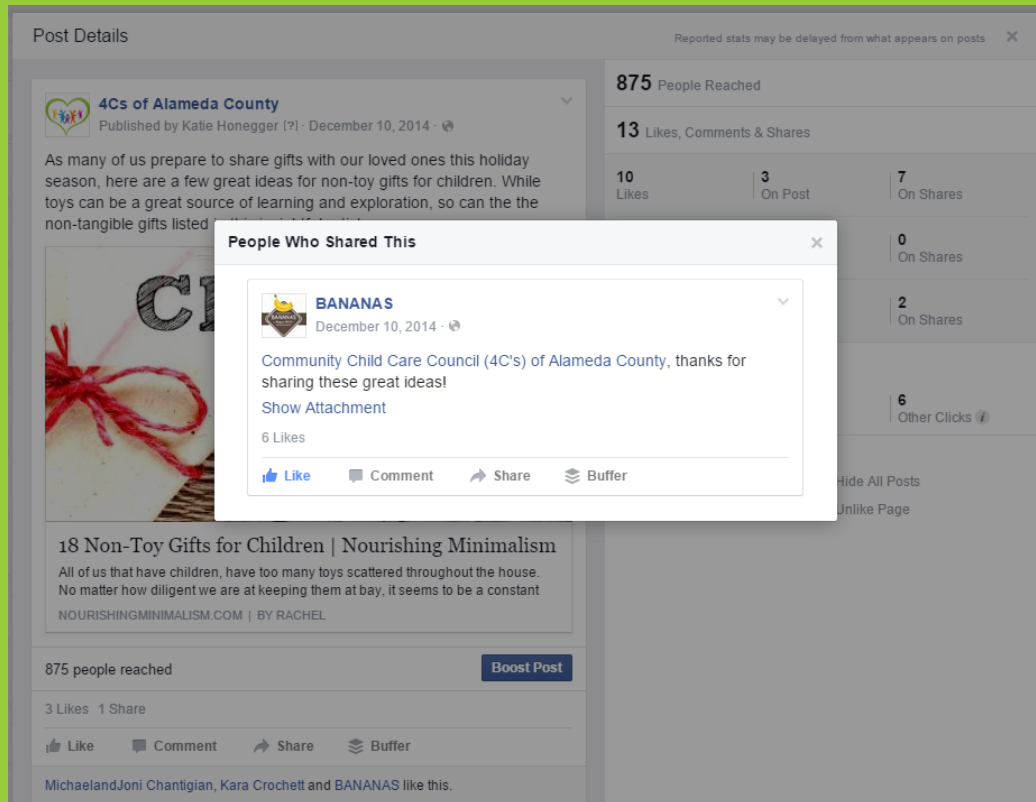
0 Photo Views	8 Link Clicks	24 Other Clicks
---------------	---------------	-----------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

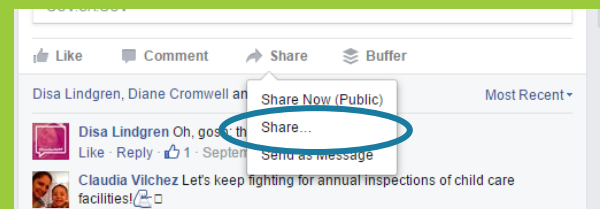
Ask and you shall receive!

SHARING ETIQUETTE: WHAT YOU NEED TO KNOW

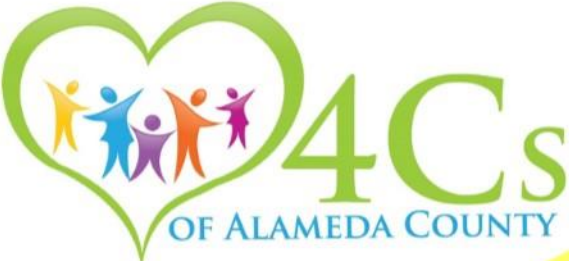


When sharing:


- Tag agency that provided original content
- Share post not photo (if more than one photo)
- Better to share post and give credit than share article directly
- Include your own comments when sharing




COLLABORATION: A CASE STUDY



4Cs
OF ALAMEDA COUNTY



Healthy Child Care:
Policies in Action



Contra Costa
Child
Care
Council



Healthy Child Care - Obesity Prevention Policies in Action

Page Messages Notifications Insights Publishing Tools Settings Help

Healthy Child Care - Obesity Prevention Policies in Action Community

352 likes 0 this week
Jaime Sanford and Cindy Nguyen

62 post reach this week

Invite friends to like this Page

Reach a new milestone
500 Likes

Promote Page

ABOUT

- We work to create healthy child care environments promoting nutrition, feeding and physical activity practices. www.4c-alameda.org, www.cocokids.org
- <http://www.4c-alameda.org/>

PHOTOS

Healthy Child Care - Obesity Prevention Policies in Action

Published by Katie Honegger · 1x · September 23 at 3:36pm · 🌐

Happy autumn! From Apples to Zucchini, fall fruits and veggies are almost here! Be sure to check your local farmer's markets for these tasty and nutritious additions to your menus!

An A-Z Guide to Picking Fall Fruits and Vegetables Like a Pro

See what's in season with this handy guide to fall fruits and vegetables. All fall produce is included - from apples to winter squash.

LOCALFOODS.ABOUT.COM

Like Comment Share Buffer

39 People Reached 3 Post Clicks

View insights Boost Post

COLLABORATION: OUTSIDE THE VIRTUAL WORLD

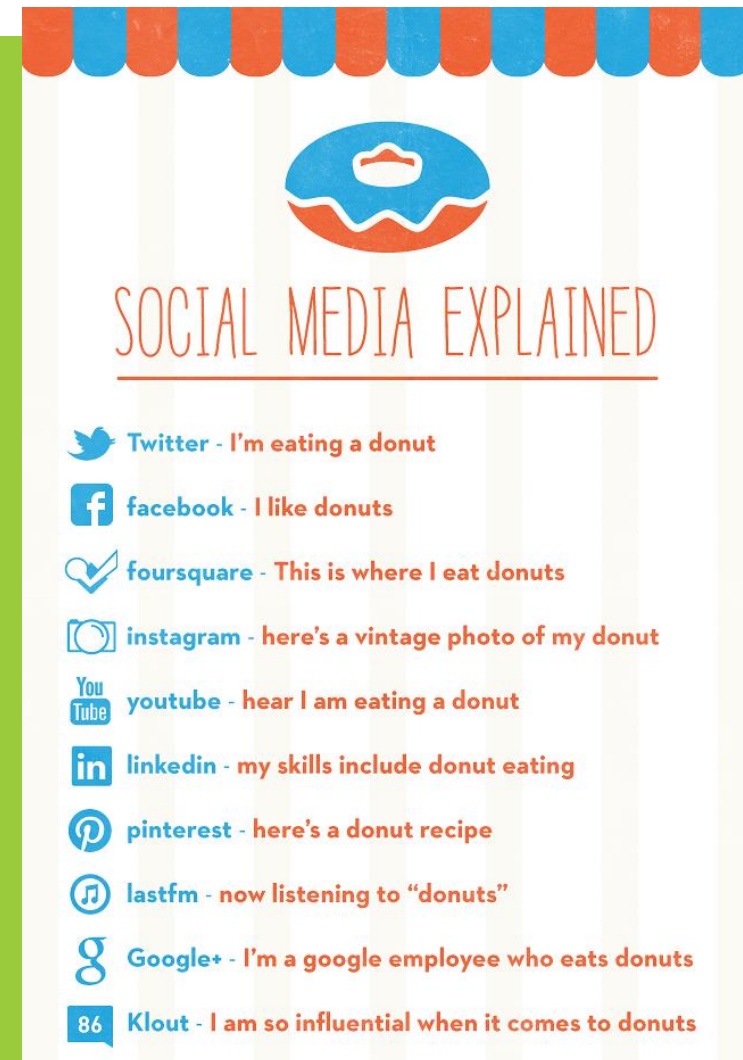
- ❖ Bay Area Nonprofit Social Media and Communications Roundtable
- ❖ Quarterly meeting of NPO communications professionals at local cafes
- ❖ Casual, relaxed meeting of the minds



- ❖ Agenda
 - Icebreaker
 - Topic-related questions & discussion
 - Open discussion
 - Announcements
- ❖ Results
 - Networking
 - Share successes and challenges
 - Sense of community
 - Share agency updates

TIPS TO MAKE YOUR LIFE IN SOCIAL MEDIA MANAGEMENT EASIER (SERIOUSLY!)

- Dual monitors!
- Sign up for:
 - canva.com
 - Heather Manfield's Webinars & Newsletters (www.nptechforgood.com)
 - buffer.com
- Install FB pages manager and Twitter app on your phone
- Tag, tag, tag!
- Get staff & board involved
- Strategize!



THANK YOU!

Contact Us!

Tara Bartholomew
Development & Communications Director
tara@bananasbunch.org

Katie Honegger
Manager, Community Engagement
katieh@4c-alameda.org

