Let's Get Social: Building a Strategy That Expands Your Impact

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Key Takeaways

• The value of social media and how it can compliment your other outreach tools
• Successful case studies
• How to build a social media strategy at a scale that works for you
Who we are

How do you define social media?
What scares or frustrates you about social media?

What are some of the benefits of being engaged through social media?
Let’s look at the data

**Reach:** 72% of online adults use social networking sites

- 67% Facebook
- 18% Twitter
- 13% Instagram (Pew)
The value of social media

Social media engagement **expands your organization’s reach** to more diverse audiences

And it’s:

- Open
- Interactive
- Amplifying
- Human

Case study: No More Names
• 139 Hours of Name Reading

• 36,976 names read of those killed by guns

• 252 volunteers
  – 8 Members of Congress
  – Over 20 survivors and victims’ family members
  – 38 Groups engaged

Case Study: #TalkPoverty
Case Study: #TalkPoverty

• Worked with children’s organizations to co-produce the campaign
• Each organization urged its followers to tweet at the debate moderators
• Average of 700 people interacting with us for each debate

Building a strategy

• Think deliberately about scale
• Leverage your existing coalitions and networks to help you build your following
• Think creatively about integrating social media with your traditional outreach strategies
• Create interactive opportunities
Building a strategy

• Develop realistic goals and metrics
• Dedicate time, capacity, and energy
• Research the platforms you choose to use—understand how they’re used, who they reach and don’t try to do everything
• Always think about what grabs your attention in your personal social media engagement and replicate

Resources for next steps

• Be proactive in seeking help from partner organizations
• Seek out specific trainings that work for your needs (e.g. Twitter 101)
• Don’t overlook talent you already have in your organization
• Share success stories within the WIC network
Questions and Discussion

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