WEBSITE & SOCIAL MEDIA GUIDELINES

Providing a framework for the outreach and media resources to support the safety of children in South Dakota

Table of Contents

A LETTER FROM CPCM

The Center for the Prevention of Child Maltreatment (CPCM) was developed in 2017 and is a statewide program in South Dakota that focuses on delivering education, outreach, and research geared toward eliminating child sexual abuse and maltreatment in South Dakota. The mission of CPCM is to stop all maltreatment against South Dakota children in order to foster resilient families. CPCM supports an array of programs, services and collaborations including Enough Abuse, Mandatory Reporting education, No Hit Zone, REACH team, SANE program, SD ACEs & Resiliency program, and the CAASt webinar and certification series.

CPCM has developed this social media plan to foster collaboration and partnerships in the online community focused on youth welfare and the elimination of child maltreatment in South Dakota. This guide is meant to be shared, be informative to effective marketing and social media strategies, and be developed and manipulated for the specific needs of each organization within this network.

We share this resource with partner organizations to increase knowledge of effective social media strategies in this virtual arena in which we are in. The contents of this document are meant to be helpful, but are by no means exhaustive or perfect strategies for all organizations. Please continue to collaborate, partner, and support other organizations so one day we are able to bring all our strategies and resources together to end child maltreatment in South Dakota.

THE PURPOSE

The purpose of this plan is to provide an overarching framework and proactive strategy for the online platforms managed by community and youth-serving organizations in South Dakota. This manual will provide helpful information regarding the strategy, collaborations, and available materials for online education, outreach, and connection.

This should serve as a guideline that will adapt to the needs of the community in which it serves. This plan will serve as a working platform that is subject to updates, changes, and additions as needed. This program should work in conjunction with the organizational media stockpiles as well as the social media and website pages in order to create an effective working platform for the ongoing success of online and virtual communications to the child welfare teams and communities in South Dakota.

Overall, this plan will reinforce the need for positive and uplifting engagement with community members, while highlighting the importance of high-quality data, research, and education. The online resources supported by this manual will serve as an effective education and engagement tool for child welfare workers and community members throughout the state of South Dakota.

THE PLATFORMS

The following platforms are effective options for the promotion of organizational mission, resources or sharing of information.

FACEBOOK

LinkedIn

Live Stories

Organizational websites

INSTAGRAM

YouTube

Twitter

WhatsApp

FACEBOOK Messenger

Tik Tok

Snapchat

Pinterest
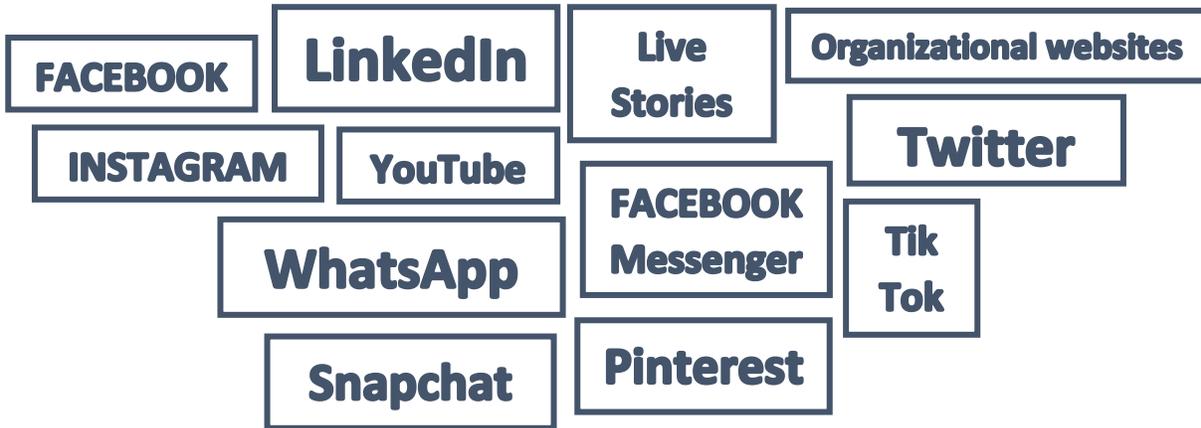
THE RESEARCH

In a 2016 month-long national US survey, 1520 American adults (18+ years) were surveyed via phone regarding internet usage.
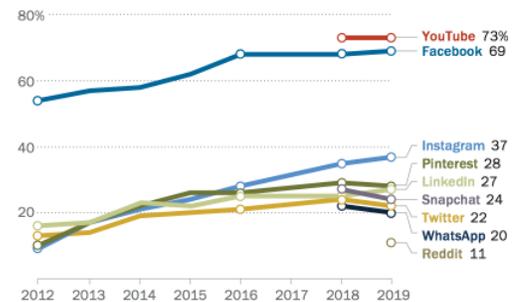
The following percentages of individuals who used the internet also used the respective social media: Facebook (79%), Instagram (32%), Pinterest (31%), LinkedIn (29%), and Twitter (24%). In addition, of those who use Facebook, 76% reported visiting the site on a daily basis.

A similar survey was conducted in 2019, which rendered similar results[5]. The survey results very clearly indicate that Facebook and YouTube are amongst the most preferred social media outlets of all individuals of all ages[5]. In this 2019 survey, 73% of respondents used YouTube and 69% of respondents used Facebook regularly[5].

Facebook, YouTube continue to be the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use the following online platforms or messaging apps online or on their cellphone

YouTube 73%
Facebook 69
Instagram 37
Pinterest 28
LinkedIn 27
Snapchat 24
Twitter 22
WhatsApp 20
Reddit 11

Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp. Comparable trend data is not available for Reddit.
Source: Survey conducted Jan. 8-Feb. 7, 2019.
PEW RESEARCH CENTER

Furthermore, it is important that community organizations use research regarding online engagement to strategically reach key stakeholders and at-risk community members who could benefit from the information and education that these community organizations have to offer. This guide and the subsequent marketing strategies to follow will continue to use the most up-to-date information to determine an effective posting and sharing plan to benefit the South Dakota community. In doing so, these organizations will utilize the information below regarding social media use by age, race, education, socioeconomic status, and geographic location in order to target and provide appropriate information to the necessary audiences[3].

Community organizations across the state of South Dakota could benefit from a strategic marketing plan that brings together a network of indiviudals supporting South Dakota communities as well as families impacted by the work of these organizations. South Dakota is a rural state. Rural South Dakota has a population demographic that is roughly 84% Caucasian, with approximately 9% of the population being American Indian or Alaska Native (AI/AN)[6]. A 2019 survey found that 78% of rural adults use the internet, a number that continues to climb from 42% in 2000 to 69% in 2010[4]. While 63% of rural adults have home broadband access, an additional 17% access the internet solely through a smartphone[2]. Additionally, one survey of AI/AN college students enrolled in Montana tribal colleges found that nearly all respondents had access to a computer (95%) and a majority had internet access by phone (79%)[1]. Although internet and social

media access remains lower in the rural population compared to the urban counterparts, the digital divide appears to be shrinking[2].

As many platforms as possible should be utilized that would be beneficial to each organization based on the needs and intent of the audience in which they are trying to reach. If the intended audience primarily uses particular social media outlets, then efforts should be focused in that direction as opposed to spread across many platforms. If the organization is attempting to reach multiple audiences and could benefit from various strategies used on each platform, then the strategy should be tailored to each audience and executed in a thoughtful way.

Use of different online platforms by demographic groups
% of U.S. adults who say they ever use the following online platforms or messaging apps

	YouTube	Facebook	Instagram	Pinterest	LinkedIn	Snapchat	Twitter	WhatsApp	Reddit
U.S. adults	73%	69%	37%	28%	27%	24%	22%	20%	11%
Men	78	63	31	15	29	24	24	21	15
Women	68	75	43	42	24	24	21	19	8
White	71	70	33	33	28	22	21	13	12
Black	77	70	40	27	24	28	24	24	4
Hispanic	78	69	51	22	16	29	25	42	14
Ages 18-29	91	79	67	34	28	62	38	23	22
18-24	90	76	75	38	17	73	44	20	21
25-29	93	84	57	28	44	47	31	28	23
30-49	87	79	47	35	37	25	26	31	14
50-64	70	68	23	27	24	9	17	16	6
65+	38	46	8	15	11	3	7	3	1
<$30,000	68	69	35	18	10	27	20	19	9
$30,000-$74,999	75	72	39	27	26	26	20	16	10
$75,000+	83	74	42	41	49	22	31	25	15
High school or less	64	61	33	19	9	22	13	18	6
Some college	79	75	37	32	26	29	24	14	14
College+	80	74	43	38	51	20	32	28	15
Urban	77	73	46	30	33	29	26	24	11
Suburban	74	69	35	30	30	20	22	19	13
Rural	64	66	21	26	10	20	13	10	8

Note: Respondents who did not give an answer are not shown. Whites and blacks include only non-Hispanics. Hispanics are of any race.
Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

STRATEGIES

POST TIMING

The best times for posting on social media can vary greatly between platforms and is dependent on the reasons for use of each platform. If a platform is used to fill up free time, the best times tend to be outside of work hours, while if the platform is centered on work life, then the better times to post include hours people tend to be at work.

In general, the best days to post on social media vary greatly depending on the platform being used, the content that is being shared, and the intended audience and their engagement at various times of the day and days of the week.

General guidance on the best times to post and share on various social media platforms include:

In general, the best days to post include Sunday, Thursday, Friday and Saturday. There is a 32% higher engagement rate on Saturdays and Sundays, and there is an 18% higher engagement on Thursdays and Fridays. Organizations should use scheduled posts to ensure the leverage of preferred posting times on social media platforms on optimal days and times.

The best times to post have shown to be 9am, 1pm, and 3pm. Posting at 1pm has resulted in more shares while posting at 3pm has resulted in more likes. Organizations should utilize in-app statistics and reports to project preferred posting days and times according to the targeted audiences for the information being presented.

CONTENT SHARING

Identify available channels and understand how you can use them to communicate the message you are portraying:

CHANNEL			
PURPOSE	ENGAGE	INFORM	INSPIRE
ROLE	Videos, links, connections, groups	Quick info, links, joining existing conversations	Personal visuals, connections, visual storytelling
TONE	Emotional, personal, informal	Informative, factual	Inspirational, aspirational

It can be beneficial to post content that matches emotions, feelings, or moods. In general, this guidance may mean:

- *Fridays* = funny/happy content
- *Rainy days* = stress-relieving, calming, helpful resources
- *Mid work-day* = educational/informational content
- *Saturdays/Sundays* = teach your audience something they can engage in, provide info on events or activities occurring, provide resources for families or stay-at-home activities
- *Mid-week* = business or education-related content
- *Holidays/special days* = post content about the holiday or recognized day

Other tips for effective content sharing include:
- Keep the comment/information short, yet informative
- Pictures/videos often receive more engagement
- Sharing other collaborator/organizations/stakeholders content will increase engagement while also offering support for partners
- Consider boosting (paying to target) a post if you are trying to reach a very specific audience
- Link individuals or organizations for familiarity, additional connections, and more engagement
- Limit words on images/flyers and include visually-appealing graphics
- Make information visible – instead of always linking to a website with a wealth of resources, actually post individual resources on social media accounts so they are automatically visible to your audience

- Between time-sensitive updates and recognizing special days/events, continue to share content specifically related to the organization, the mission, upcoming organizational events, or general updates
- Utilize resources like Canva and stock photo websites to create visually-appealing graphics
- Consider implementing campaigns or recurring posting schedules to provide familiarity to your audience. For example, you could employ a few of the following strategies:
    o Staff Saturdays – introduce staff members and collaborators with consistent and fun questions/topics to be shared
    o Lunch & Learns (on consistent days at consistent times) – Facebook live videos covering various topics relating to the mission of the organization
    o Every Friday share 5 family-friendly activities that can be done over the weekend with being sensitive to cost, time of year, weather patterns, etc.
    o The Monday Minute – provide a 5-10 minute educational video on various topics that would help families reduce burden and stress in their lives. Potential ideas:
        ▪ How to use Zoom
        ▪ Homeschooling tips
        ▪ In-home child safety tips
        ▪ How to meal plan, prep, and cook healthy meals
        ▪ How to grow a garden
        ▪ Ways to entertain your children for free
        ▪ Building self-esteem in your child
        ▪ Building autonomy and independence in your adolescence
        ▪ Talking to your children about tough topics
        ▪ Budgeting for a family
        ▪ Managing and contact local resources

- Tips for tone on social media:
    o Be authentic
    o Cross-promote (but tweak for the audience on the channel)
    o Use hashtags and tag others (such as your stakeholders)
    o Visuals, visuals, visuals
    o Keep it concise and engaging
    o Engage, respond and share
    o Emotional, not functional
    o One call-to-action
    o Consistent posting
    o Show your personality

COLLABORATORS

Community organizations should strive to engage with collaborators and partners on social media to ensure connectedness, to show support and engagement with other institutions in the same field, and to increase social media engagement in efforts to reach intended audiences.

To ensure parameters are in place for the engagement and collaboration of partnering social media pages, various collaborations should be determined and approved. If a new partnership is identified, the organization should have a process in determining and approving these online relationships. The staff members responsible for actively engaging with content on social media platforms is responsible or understanding the content being shared with the online community and approving that the messaging is appropriate for the overall goals of the social media page.

SOUTH DAKOTA CHILD WELFARE ORGANIZATIONS

These organizations are listed as a starting point for collaborations and partnerships on social media, however this list is by no means exhaustive. This should be considered a working list in which organizations may be added or removed based on the individual goals of each organization utilizing this resource guide.

- Children's Advocacy Centers of South Dakota
- Children's Home Society
- Helpline Center 2-1-1
- Sioux Falls Area CASA
- REACH Team
- ACEs Connection of South Dakota
- South Dakota Kids Belong
- Children's Inn – Sioux Falls
- Local law enforcement agencies
- South Dakota Office of the Attorney General and Division of Criminal Investigation
- Division of Family and Community Health – South Dakota Department of Health
- South Dakota Board of Regents
- Network against Family Violence and Sexual Assault

- South Dakota Unified Judicial System
- South Dakota Department of Human Services
- National Center for Missing and Exploited Children
- Division of Educational Services & Support
- Burroughs Counseling and Consultation
- Compass Center
- Bethany Christian Services
- Minnehaha County Family Violence Council
- Call to Freedom
- Lutheran Social Services of South Dakota
- Thunder Valley Community Development Corporation
- University of South Dakota
- South Dakota State University

NATIONAL ORGANIZATIONS & PARTNERSHIPS

- Child Trauma Institute
- National Native Children's Trauma Center
- Attachment and Trauma Network, Inc.
- ChildTrauma Academy
- ACEsConnection
- ACE Awareness Foundation
- Thorn
- Academy of Violence and Abuse
- National Association for Mental Illness
- National Child Protection Training Center
- Zero Abuse Project
- Center for Child Advocacy Studies
- Jacob Wetterling Resource Center
- ChildFirst
- ChildTrends
- Children and Family Law Center
- Childhelp
- Prevent Child Abuse America

- National Children's Alliance
- Stress Health
- Futures Without Violence
- Unified Judicial System
- UJS Court Improvement Program
- Unicef

IMAGERY & BRANDING

In order to maintain common themes amongst social media pages and websites, it is best practice to utilize similar color schemes, similar fonts, photos from collaborative stockpiles, approved messaging with consistent tone and targeted audiences, and recognized standards.

When developing media, graphics, or various social media posts, it is best to use the approved imagery and branding to ensure the audiences are retrieving consistent and thoughtful messages. It can also be helpful to have a second individual approve posts prior to their scheduled postdate to ensure consistent messaging, accurate branding and imagery, and reduction in misspellings and typos.

Another useful tool includes the eyedropper feature that allows you to match colors to their exact pigments to ensure consistency across graphics and images. The eyedropper feature can be found in PowerPoint, and other applications, and allows you to match a color selection to any color on any picture.

Once you select the eyedropper option until the paint can or font color selection drop-down, you will then be able to drag the eyedropper across any font, image, picture, logo, etc and receive the exact color values to then enter into any other application (Word, Canva, Vizio, etc) when creating your social media posts. This option ensures you are choosing the exact colors and your posts are consistent with your chosen themes.

COLORS

It can be helpful to use the medicine dropper and identify the custom colors used in the organization's logo, branding materials, websites, and social media accounts. For easy access, these color values should be listed in an accessible chart (such as the example chart listed below), so staff members responsible for social media accounts can effectively utilize the "Custom Color" feature and ensure branding success across accounts.
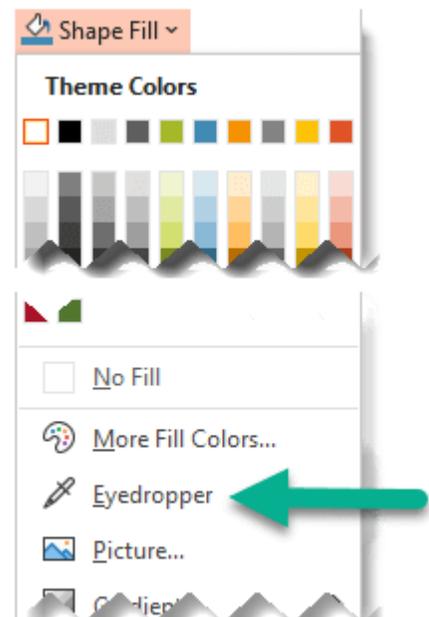
Custom Color Example Guide

Eyedropper Values			
	Red	Green	Blue
Navy Blue	0	52	125
Royal Blue	48	69	160
Light Blue	149	180	201
White	255	255	255

FONTS & STYLES

It will be important for organizations to identify font styles, sizes, colors, and any other relevant customization when developing their organizational marketing plan. These determinations should be recorded and accessible for the team managing the social media and website accounts.

LOGOS

Clear and concise stock logos should be available for the marketing team managing the social media accounts. These logos should be high-quality and saved either in a manual such as this, on a shared drive that is available to all team members, or in another central location that allows for easy access.

STOCK PHOTOS

Stock photos should be identified and organized ahead of time so they are accessible to the marketing team members in charge of managing social media accounts. These stock photos can be from organizational events, stock photo websites, or through other avenues. The photos that are recorded and organized should be helpful in the types of content that is posted by the organization on social media pages.

REFERENCES

1. Dotson, J., Nelson, L., Young, S., Buchwald, D., Roll, J. Use of cell phones and computers for health promotion and tobacco cessation by American Indian college students in Montana. *Rural & Remote Health.* 17.

2. Anderson, M. (2019). Mobile Technology and Home Broadband 2019. *Pew Research Center.* Retrieved from https://www.pewresearch.org/internet/2019/06/13/mobile-technology-and-home-broadband-2019/

3. Perrin, A. & Anderson, M. (2019). Share of U.S. adults using social media, including Facebook, is mostly unchanged since 2018. *Pew Research Center*. Retrieved from https://www.pewresearch.org/fact-tank/2019/04/10/share-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2018/

4. Perrin A. & Duggan M. (2015). Americans' internet access: 2000–2015. *Pew Research Center.* Retrieved from https://www.pewresearch.org/internet/2015/06/26/americans-internet-access-2000-2015/

5. Smith, A. & Anderson, M. (2018). Social media use in 2018. Retrieved from https://www.pewresearch.org/internet/2018/03/01/social-media-use-in-2018/

6. United States Census Bureau. QuickFacts South Dakota. 2018. Retrieved from https://www.census.gov/quickfacts/SD

APPENDIX A

An example social media calendar is posted below. This social media calendar was developed for the Center for the Prevention of Child Maltreatment (CPCM), and follows various guidelines listed throughout this manual. This calendar was developed in Visio and created prior to the month of August. Appendix B represents an additional document that was created in conjunction with this calendar to help support the social media plan for CPCM for the month. This calendar and strategy allowed for thorough organization throughout the month, ample time for planning posts and scheduling them ahead of time, and adequate coverage and weekends and after hours as these posts were scheduled in advance.

CPCM Social Media Schedule – August 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
July 26	27	28	29	30	31	August 1
						POST: Defending the Early Years Guidance for Younger Children during COVID
2	3	4	5	6	7	8
POST: SD Family Engagement Center Home Learning Resources – back-to-school prep	SHARE: Center for the Developing Child adversity quote POST: Systems 4 Change webinar	KNOW: POST: NCTSN Trauma in school factsheet	RESPOND: POST: NCJFCJ Trauma Informed Classrooms	PREVENT: POST: reminder for CAAst webinars accompanied by trauma news article	SHARE: Resource Spotlight – SD DSS 605 Strong free crisis counseling	POST: Immunization Awareness month: CDC Child Vaccination schedule
9	10	11	12	13	14	15
POST: Keloland School Supply list & Banquet school supply drive	SHARE: SFP&R Free Family Fun Night in the Park	KNOW: POST: Informed community	RESPOND: POST: registration reminder for CPCM Child Abuse conference	PREVENT: POST: ACEs resiliency training	POST: Resource Spotlight – Thunder Valley Youth Leadership Development Initiative	POST: Child Trends emotional well-being during COVID
16	17	18	19	20	21	22
POST: Reminder for registration "Trauma Informed Communication" webinar on 8/19	POST: FREE SPOT – CPCM choice for upcoming announcements	KNOW: POST: CPCM Sexual Abuse Vimeo video	RESPOND: POST: ENOUGH Child Sexual Abuse Training Menu	PREVENT: POST: Join the SAFE/SANE Learning Collaborative	POST: Resource Spotlight – Feeding SD Child Hunger Programs	POST: Reminder for registration "To Report or Not to Report" webinar on 8/26
23	24	25	26	27	28	29
POST: CPCM COVID Kids Help website	POST: reminder Child Abuse conference	KNOW: POST: ACE and No Hit Zone facts	RESPOND: POST: No Hit Zone CDC video & CDC link	PREVENT: POST: No Hit Zone materials	POST: Resource Spotlight – Simply Smiles Cheyenne Indian Reservation	POST: COVID Tips & Resources for Parents, Children, Educators & Others
30	31					
POST: Youth of Color webinar remind	POST: Sept Nat Baby Safety Awareness					

APPENDIX B

Links to posts planned for August social media:

Date	Post Link
Saturday, August 1, 2020	POST
Sunday, August 2, 2020	POST
Monday, August 3, 2020	POST ; SHARE
Tuesday, August 4, 2020	POST
Wednesday, August 5, 2020	POST
Thursday, August 6, 2020	POST ; POST
Friday, August 7, 2020	SHARE
Saturday, August 8, 2020	POST
Sunday, August 9, 2020	POST ; POST
Monday, August 10, 2020	POST
Tuesday, August 11, 2020	POST
Wednesday, August 12, 2020	POST
Thursday, August 13, 2020	POST
Friday, August 14, 2020	POST
Saturday, August 15, 2020	POST
Sunday, August 16, 2020	POST – not yet approved, but on this calendar
Monday, August 17, 2020	NO POST – free for CPCM
Tuesday, August 18, 2020	CPCM sexual abuse Vimeo video on website
Wednesday, August 19, 2020	POST
Thursday, August 20, 2020	POST
Friday, August 21, 2020	POST
Saturday, August 22, 2020	POST
Sunday, August 23, 2020	POST
Monday, August 24, 2020	POST
Tuesday, August 25, 2020	POST
Wednesday, August 26, 2020	POST
Thursday, August 27, 2020	POST
Friday, August 28, 2020	POST
Saturday, August 29, 2020	POST
Sunday, August 30, 2020	POST – not yet approved, but on this calendar
Monday, August 31, 2020	POST