



Community-Based Approach to Content Creation

September 21, 2022



cadca.org

GLOBAL | COLLABORATIVE | INNOVATIVE | PASSIONATE | LEADER

Today's Discussion



Who?

Identifying your target audience and sectors that you want to work with



What?

Developing targeted content that will resonate with your audience



Where?

Identifying the best place to post content that reaches your target audience and gets your message across

Today's Discussion



When?

According to a consistent posting schedule that's realistic and works best to reach your audience



Why?

To utilize social media as a tool to educate, engage and inspire members of your community



But...HOW?!?

Why is it important to identify a target audience?

Creates authenticity in your messaging

Supports your vision/brand

Guarantees an engaged audience

Sets your coalition up as the local subject matter expert

What?





Developing targeted content that will resonate with your audience.

Types of Content:

- Graphics & Featured Posts
- Videos & Reels
- Community Updates and Events
- Articles or Links to Blogs
- Live Videos

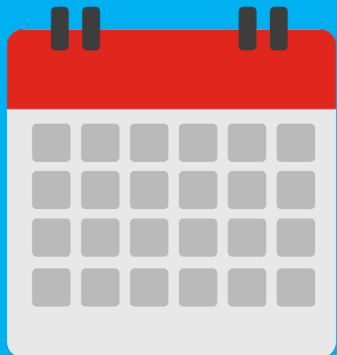


The Best Place To Post Your Content

	VIDEOS	ARTICLES OR LINKS	GRAPHICS	EVENT PHOTOS	NEWS & EVENT UPDATES
	✓	✗	✓	✓	✗
	✓	✓	✓	✓	✓
	✓	✗	✗	✗	✗
	✗	✓	✓	✓	✓

When?

When to start?



When to post?

BEST TIME TO POST IN SOCIAL MEDIA

Mon to Fri
7:45am,
10:45am,
12:45am &
5:45pm



Source: blog.hootsuite.com

Mon to Fri
12:00pm to
1:00pm



Mon to Fri
3:00pm



Sat & Sun
12:00pm to
1:00pm

Mon, Wed,
Thu & Fri
12:00pm to
3:00pm



Best Times To Post On Social Media

Twitter
1 - 3pm

Instagram
5 - 6 pm

Facebook
1 - 4 pm

Pinterest
8 - 11 pm

Google +
9 - 11 am

LinkedIn
5 - 6 pm

BEST TIMES TO POST ON SOCIAL MEDIA

PRESENTED BY PERSIST DIGITAL

FACEBOOK



Thursday, Friday,
Saturday 1pm -3pm

Posting at 1pm will get you the
most shares while posting at 3 pm
will get you the most clicks.

INSTAGRAM



Weekend Days
3pm-4pm

Avoid posting at 3pm-4pm on work
days. Post more during off-work
hours and breaks.
Post a video at 9pm to get more
interactions.

PINTEREST



Saturday
8pm-11pm

The worst time to post on Pinterest
is during work hours. People mostly
pin during weekends and off-work
hours.

TWITTER



Work Days
12pm-6pm

Engagement and click-through
rates are higher during weekdays
and work hours. Users are the most
active during lunch breaks and
commutes.

Why?



- Educate, engage & inspire
- Increase coalition awareness, membership, and event attendance
- Create new partnerships
- Connect with your community





But HOW??

How to Identify Trends

Analyzing Metrics

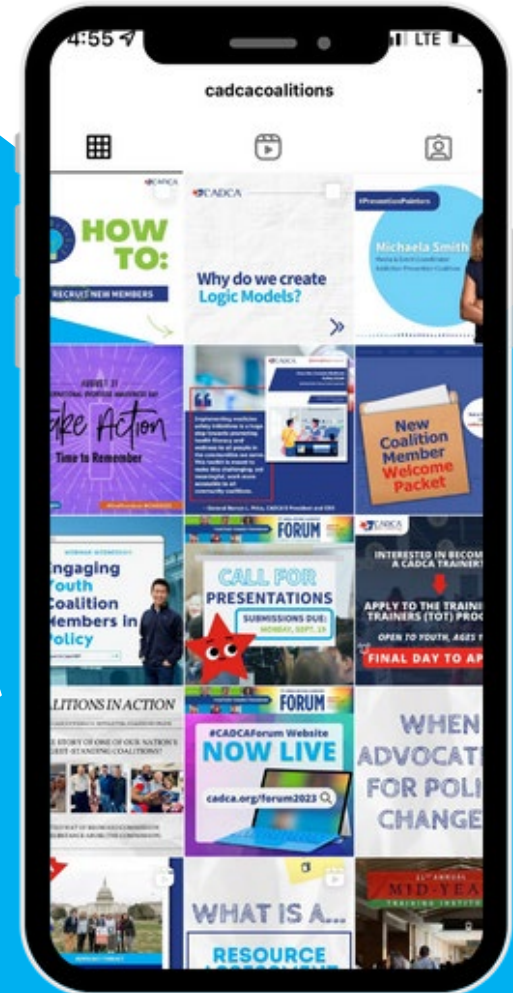
Best Practices on Content Creation

Examples from the Field

IDENTIFYING TRENDS

Branding: Creating Organization's perception by using logos, graphics, design, or a consistent theme that aligns with an organization's mission and values throughout all marketing efforts.

Messaging: Communicating your organization's values and mission through verbal and nonverbal messaging.



Did you know you only have **6-8 seconds** to grab someone's attention on Social Media? This is why what you post **matters**.



HOW TO IDENTIFY TRENDS



Look at other organizations' content.

- Do not be afraid to use the resources that are right in front in you.
- Search through trending hashtags related to your organization.
#CADCA #OpioidCrisis #MentalHeathMatters #SuicidePrevention #SubstanceUse
- Scroll through your followers and research the content they're putting out.



Take time to scroll through Social Media.

- Trends are trends.
- The content does not have to be strictly related to the prevention field.
- Find a way to tailor those trends to your content.

Research. Google is your friend.



- Sometimes a quick google search on what's trending will show you what other brands are doing.

Always Ask Yourself A Few Questions

“How does this apply to my coalition?”

“How can I use this trend to reflect my message?”

“Is this trend relevant to my purpose?”



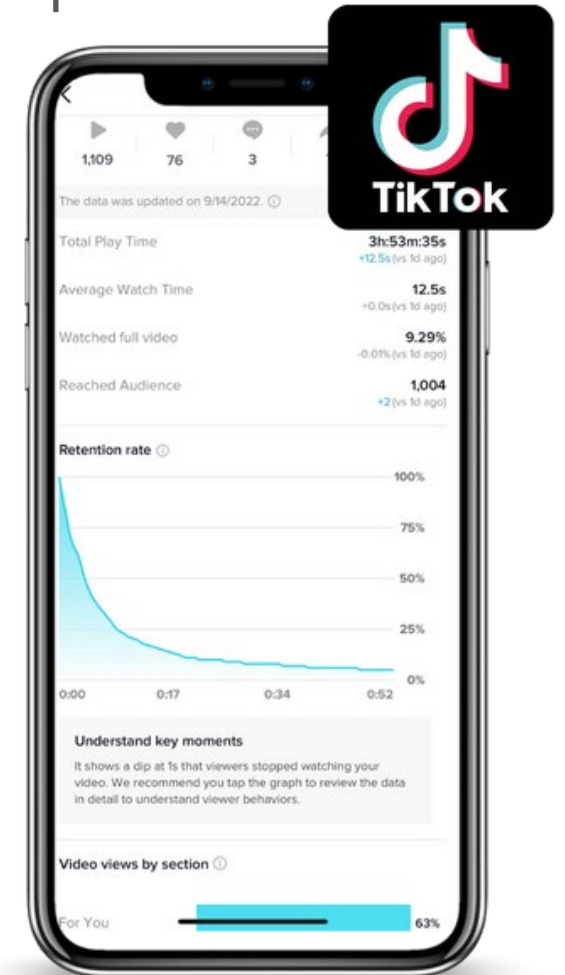
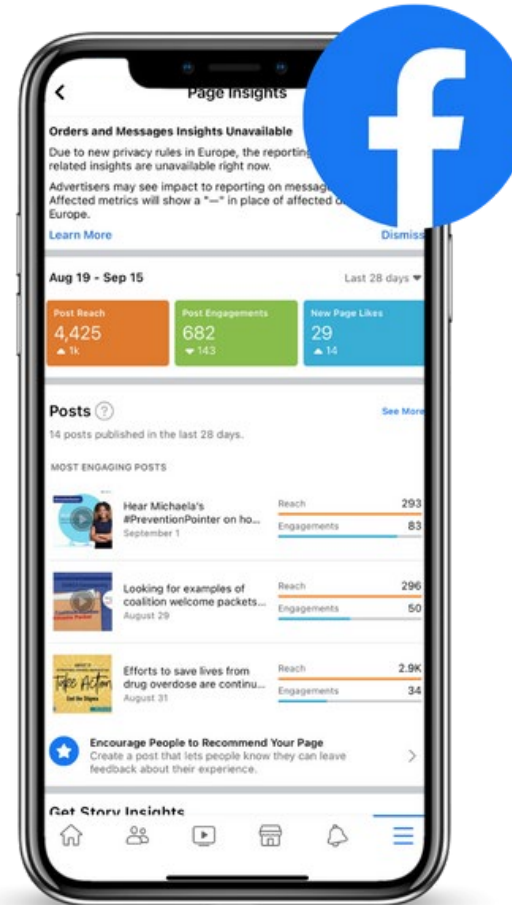
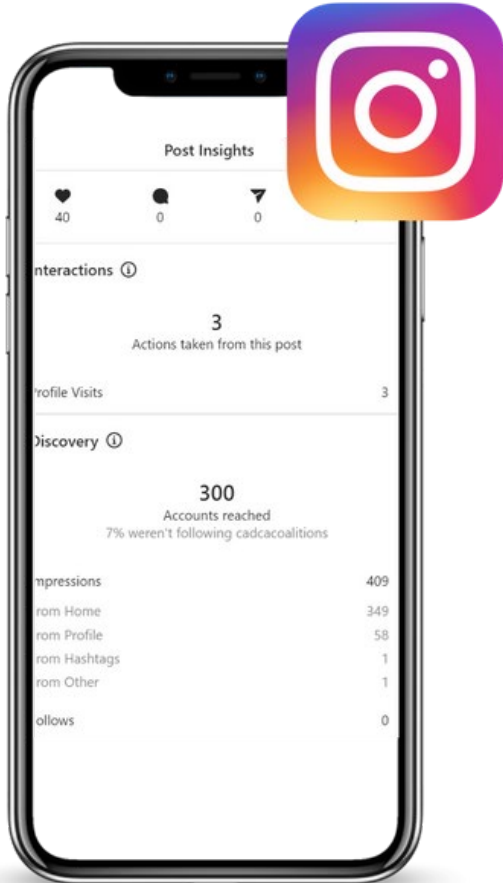
ANALYZING METRICS

After posting your content, tracking metrics is one of the best ways to see how your content is being received and if your content is reaching your target audience.



Analyzing Metrics: HOW TO

The easiest way to analyze metrics is to use each Social Media platform metrics tool.



HOW TO ANALYZE METRICS: *INSTAGRAM*

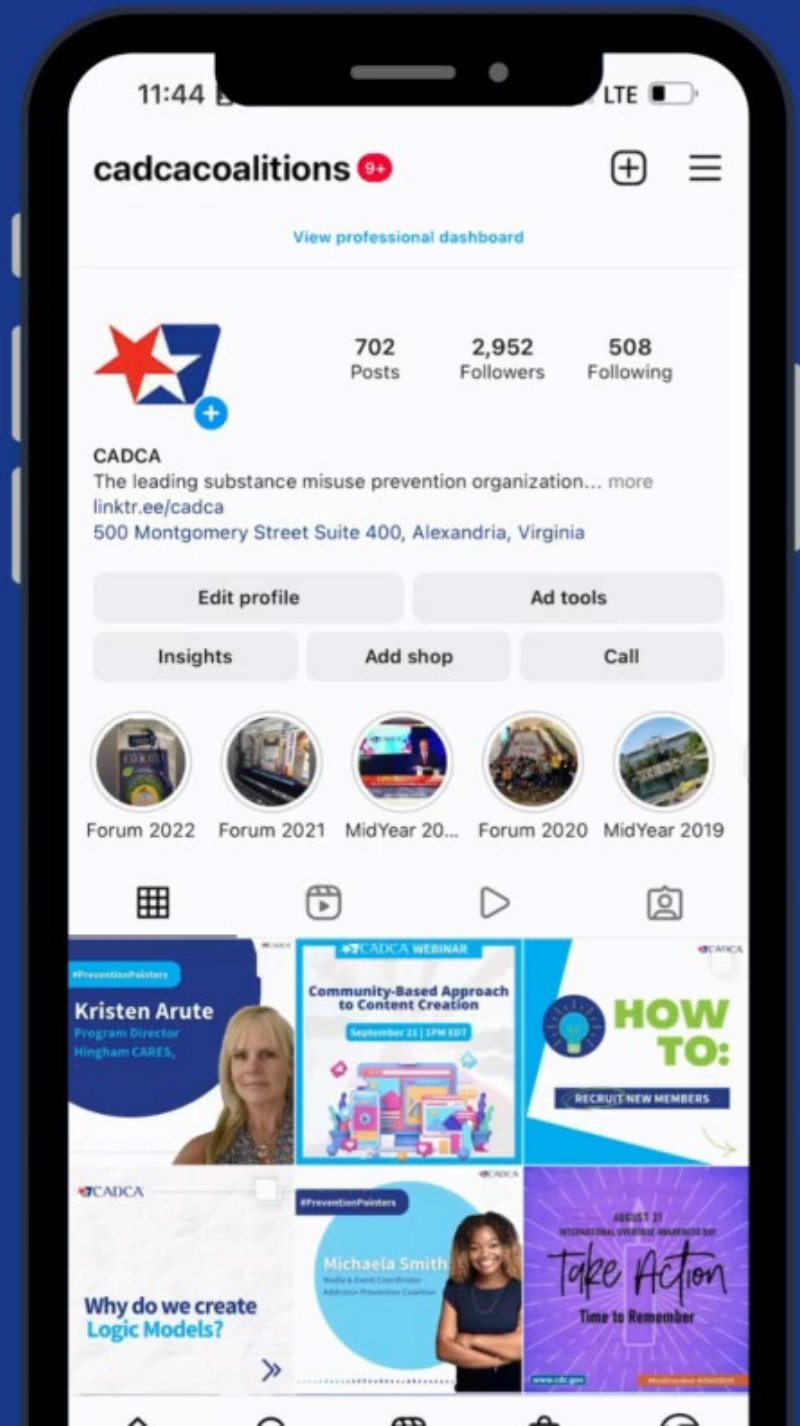
Open Instagram and choose your post.

Once you're on the post, click insights and the metrics will be shown. (Must have a professional account)

You can then use those metrics to determine how your content is performing and being received.

Don't be discouraged if your content is not performing as well as you expected.

All things take time, especially organic growth on social media.

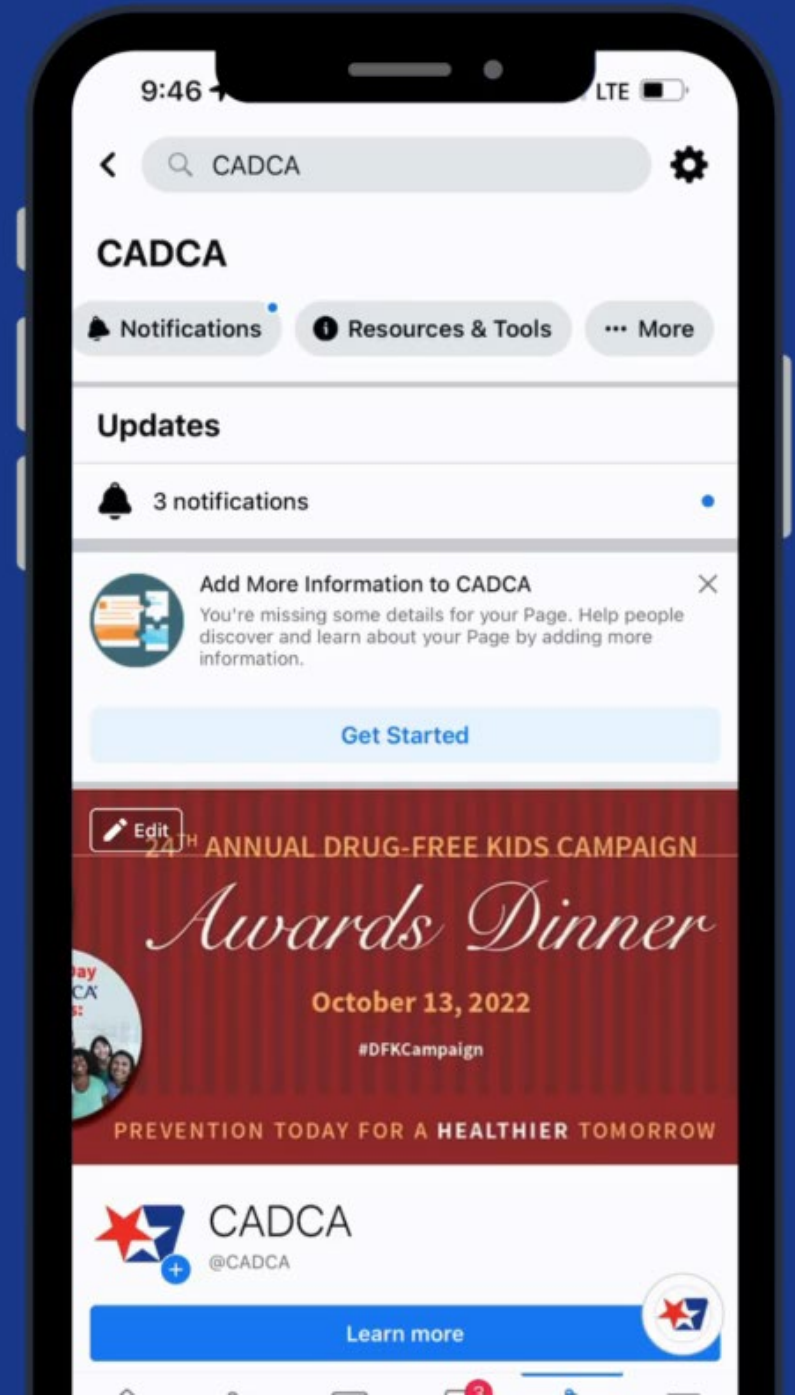


HOW TO ANALYZE METRICS: *FACEBOOK*

Facebook makes it easy to check your page analytics right from your phone.

Like Instagram, Facebook provides an in-depth analysis of your audience, including age group, gender, and location.

Facebook Analytics (Meta Business Suite) provides you with the opportunity to track the best time to post and reach your target audience. *Knowing when your audience is online can be crucial when posting your content.*



Content Creation

Best Practices

Capturing Photos



Work with what you have



More is more



Get a variety of shots



Lighting is key



Optimize for best quality

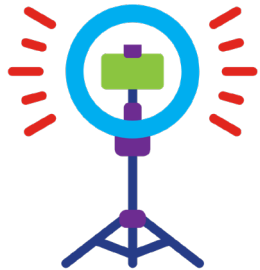
Content Creation

Best Practices

Creating Video Content



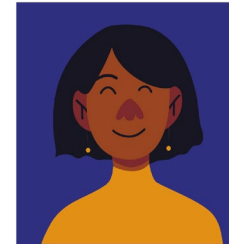
Same rule applies:
Work with what you have



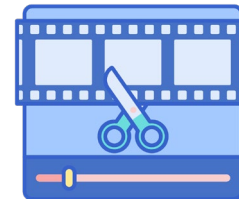
Make small investments



Sound quality is more
important than video quality



Find people who are
comfortable in front of the
camera



Keep editing simple

Creating Graphics

Canva Pro is free for all non-profits!



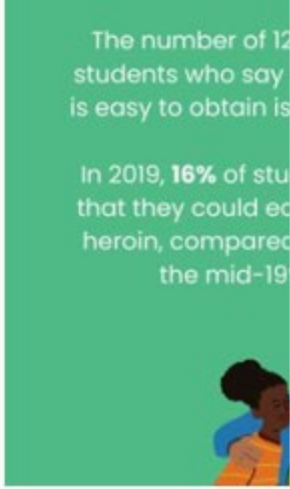
Make consistent branding easy

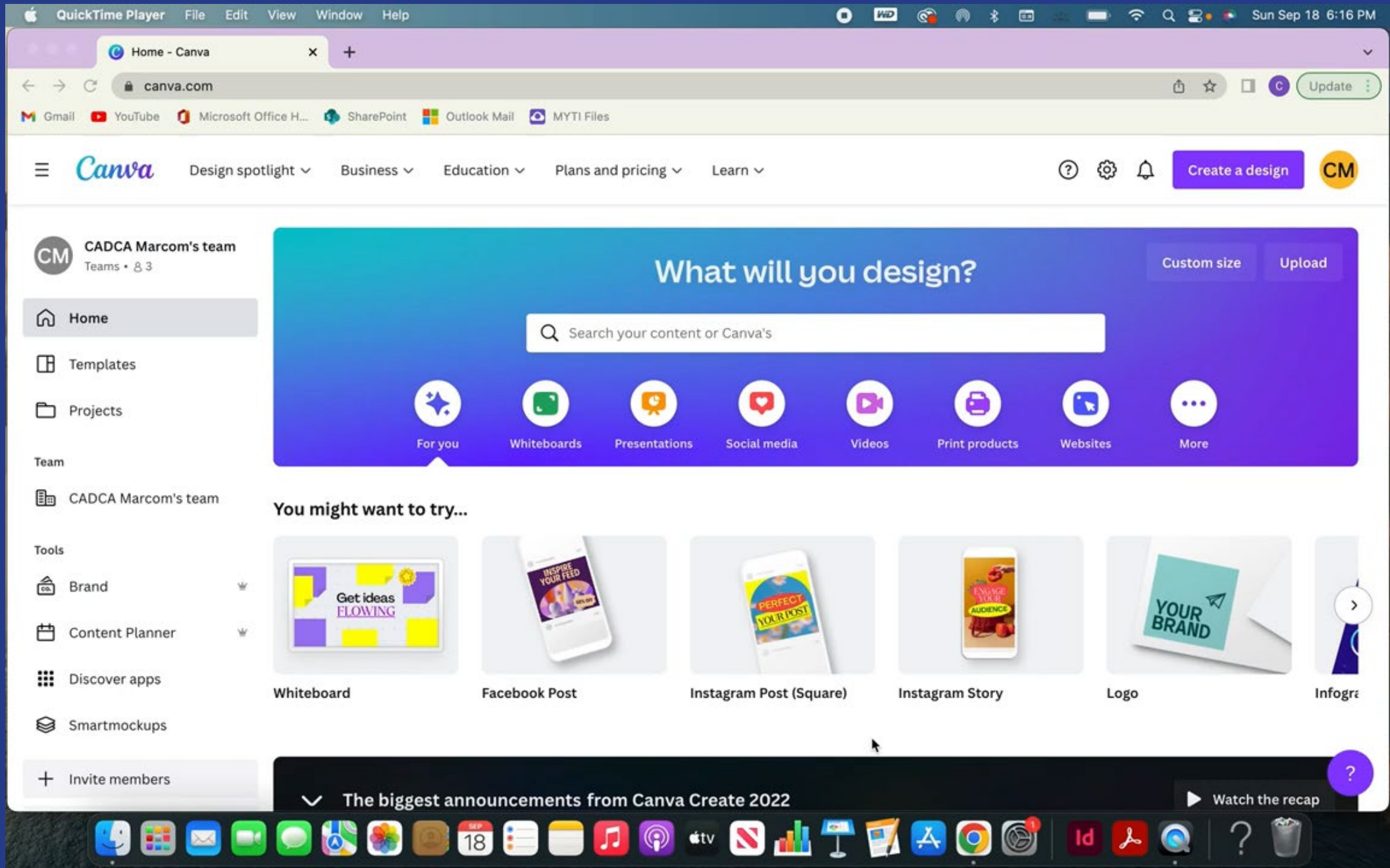



Use templates for inspiration



Experiment with different features







TEEN HEALTH CONNECTION

FREE PARENTING SUPPORT CLASSES

AVAILABLE NOW!

BUILDING HEALTHY CONNECTIONS
BETWEEN PARENTS AND THEIR TEENS

TEENHEALTHCONNECTION.ORG/PARENTING-PROGRAMS/



TEEN HEALTH CONNECTION

Start Smart-
Eat Breakfast!


WHAT'S IN YOUR BACKPACK?



GET PREPPED FOR YOUR FIRST DAY

TEEN HEALTH CONNECTION

PLAN AHEAD!



IN 2019,

31% OF MALE TEEN DRIVERS AND 17% OF FEMALE TEEN DRIVERS WHO WERE INVOLVED IN FATAL CRASHES WERE SPEEDING.

TEEN HEALTH CONNECTION


CHARLOTTE MYEP
MAYOR'S YOUTH EMPLOYMENT PROGRAM

MEET McRAE LILLIE

McRae, a member of the Teen Advisory Board, joined our team as part of the Charlotte Mayor's Youth Employment Program and will be working at Teen Health Connection over the summer.

Welcome McRae!

TEEN HEALTH CONNECTION



TEEN HEALTH CONNECTION

JOIN THE TEEN ADVISORY BOARD



Apply Online at
TeenHealthConnection.org

APPLICATIONS CLOSE
AUGUST 12TH



Say What!
@TxSayWhat

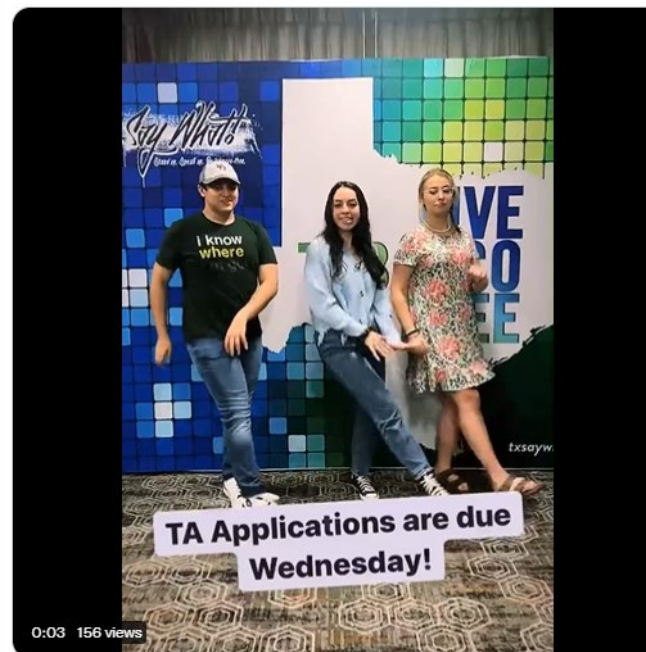
On [#WomensEqualityDay](#), we are bringing attention to the fact that tobacco companies have taken advantage of women fighting for equality by marketing to them for almost a century.

Visit [@truthinitiative](#)'s website to learn more about tobacco industry marketing toward women.



Say What!
@TxSayWhat

Calling all incoming 9th-11th grade students! Jump in the line to be a part of the Say What! Teen Ambassador program! Applications are due on Wednesday, August 10. [#majorKEY](#) [#TAlife](#) [#linkinbio](#)



2:14 PM · Aug 5, 2022 from San Marcos, TX · Twitter for iPhone

Say What!
@TxSayWhat

[#majorKEY](#) [#KEYtosuccess](#)







Roane County Anti-Drug Coalition

July 20 · 🌐

...

Wow ... we love our community!! And by we, we're speaking about all these amazing partners we have that not only support us but do so much for Roane County as well. We love collaborating, building relationships, and networking for the greater good of this County. So many shout outs tonight but huge thank you to Randy & Nancy for going and picking up our 30 pizzas we ordered for the event — this was so helpful!! Flo was our pizza server and she helped unload all our belongings and pack it back up — you are a rock star! And thank you so much to Kara for helping sign everyone in as they arrived to check count of how many were in attendance, you did a fabulous job and kept line flowing smoothly! 🍕

Then we have our incredible organization partners - [Volunteer Behavioral Health](#), [Avalon Center Domestic Violence and Sexual Assault Program](#), [Tennessee Department of Health](#), [Roane County Health Department](#), and [UT Extension Roane County](#). You know you've found your tribe when you can work a 3-hour outside event in 100 degree weather and still have a blast!

Thank You everyone for coming out to swim, and for all the love and support you continue to show this Coalition ❤️🍕



Roane County Anti-Drug Coalition

August 13 at 12:33 AM · 🌐

...

Thank You Roane County for a great night tonight!

It was so wonderful to see so many familiar faces from our amazing community, to catch up with students, and to talk about our plans for this school year.

Thank You Tennessee [SADD Nation](#) (Students Against Destructive Decisions) and [Volunteer Behavioral Health](#) for joining us tonight~ we appreciate our community partners! 🍕🍕



Roane County Anti-Drug Coalition

May 20 · 🌐

...

When I hear the word "helper" I can't help thinking about [Ridgeview Behavioral Health Services](#). What an amazing team of "helpers". They are more than helpers though. They are committed, dedicated, deliberate, and determined! This is why we chose you to receive our Roane County Anti-Drug Coalition "Service Recognition" award. We appreciate your efforts, work ethic, and desire to make Roane County a better place to live!

Fred Rogers once said "When I was a boy and I would see scary things in the news, my mother would say to me, "Look for helpers. You will always find people who are helping".



STAND's
impacts
this
school
year

swipe →

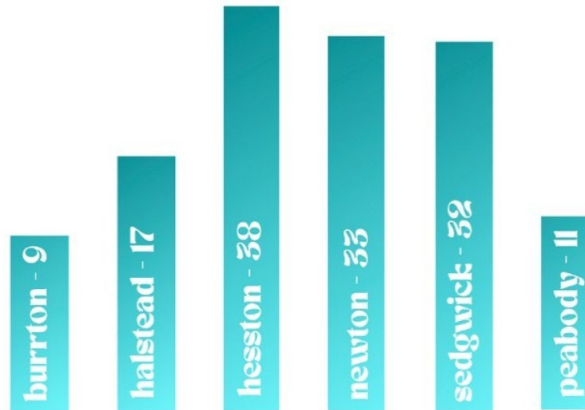
1,313
collective hours volunteered
through STAND

PSST!

that's like watching your fav show on repeat 2 1/2 hours a day for 5 1/2 (and a 1/2) days straight!

140

STAND members across 6 high schools

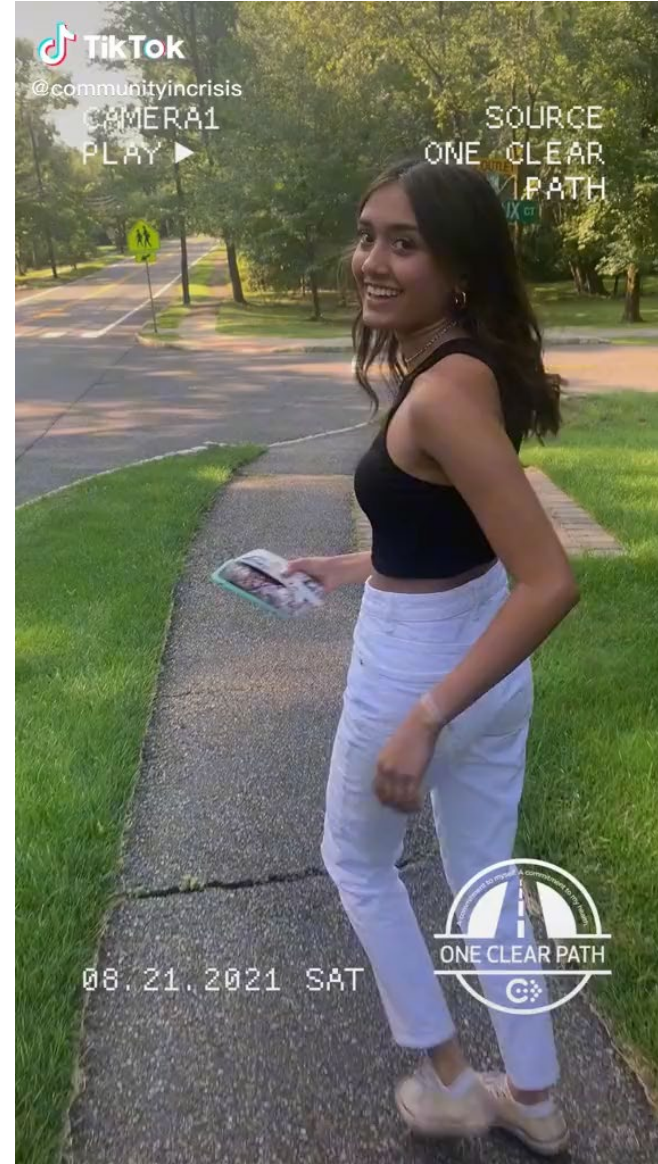


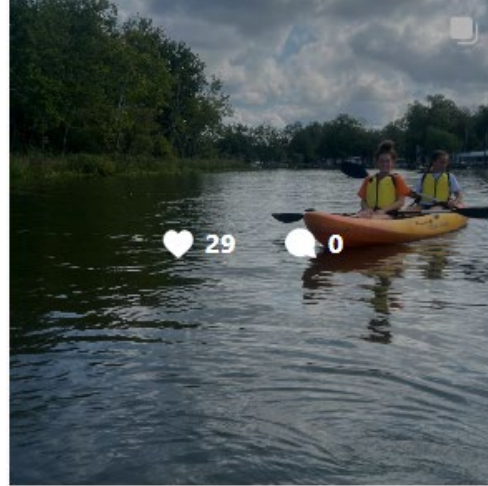
STAND impacted
13,984
through peer messaging

HEY
YOU!

that's the equivalent of every high school student in Harvey County and Peabody receiving messaging over 7x!

all of you made incredible impacts on your schools and communities this year. thanks for your commitment to health, connection, and positivity - it's because of that commitment that STAND continues to grow.







NEW BLOG POST

Back to School Requires Back to Basics Parenting

golead.co/parents

“

Resilience is knowing that you are the only one that has the power and the responsibility to pick yourself up.

MARY HOLLOWAY

[Text For Help](#)

EPISODE 6

How to Remain Kind When Others Aren't


THE Linking  Efforts PODCAST

“

No matter what anybody tells you, words and ideas can change the world.

ROBIN WILLIAMS

[Text For Help](#)

lead  

SPEEDY STUFF 4 CHARITY

An online gaming marathon generously raising money for LEAD.

SEPT 2

All Day golead.co/events

THE Linking  Efforts MENTAL HEALTH PODCAST SERIES

EPISODE 1

Defining Wellness & Well-Being

“

Your magic is there, if only you would let it be instead of fighting it all the time.

EPISODE 5

How to Make Your Prevention Non-Profit Sustainable

THE

EPISODE 4

How to Become a Preventionist (For Youth)

THE

WHO
MAKE THE MOST IMPACT
THIS RED RIBBON WEEK
IN 7 MINS
»»»

SHOP NOW

ADVENTURE
IS MY NATURAL HIGH

Choose from 50 different natural highs in our store!

TALKING ABOUT
OVERDOSE COULD
SAVE A LIFE.

#END
OVERDOSE

August 31st | International Overdose Awareness Day

1 IN 6
TEENS EXPERIENCE A
MENTAL HEALTH DISORDER
EACH YEAR

DRAWING
IS MY NATURAL HIGH

1 IN 6
teens have used a prescription
drug to get high or to change
their mood.

Source: Justice.gov

NATURAL HIGH.ORG

WHEN YOU'RE IN A STRESS RESPONSE
YOUR BODY CAN'T

Think clearly

Handle complexity

Recall personal values or ambitions

Connect divergent ideas or viewpoints

Learn new concepts

Connect with others

Did you know?

THE AVERAGE AGE OF FIRST-TIME ALCOHOL USE IS

13

Kids who are initiated early to drugs/alcohol are drastically more prone to experiencing a lifelong struggle with addiction and substance abuse problems.

Happy
4th
of July

WISHING YOU A SAFE HOLIDAY FROM NATURAL HIGH

CADCA Resources & Links

This webinar recording will be available on the CADCA webinar Wednesday page in the days following.

Resources and slides are posted here:

<https://www.cadca.org/resources/cadcas-2021-webinar-wednesdays>

Interested in becoming a Member?

[Become a CADCA Member Today! | CADCA](#)

If you have additional questions, please email membership@cadca.org or call 703-706-0560 ext. 261

Please be sure to complete the evaluation:

<https://research.zarca.com/r/aMPvrn>

QUESTIONS?