

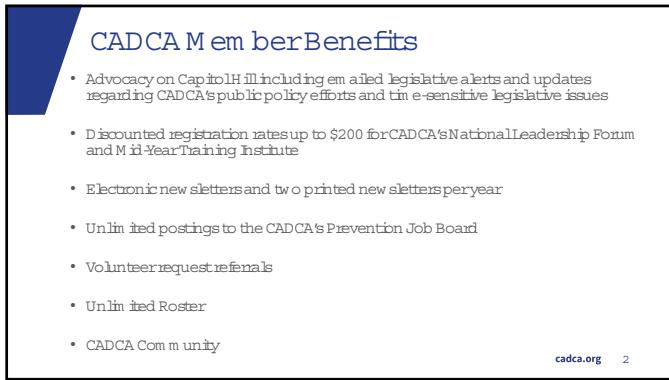


**Follows, Retweets, & Likes:
Effectively Marketing Your
Organization Through
Social Media**

CADCA
Building Drug-Free Communities
cadca.org

GLOBAL | COLLABORATIVE | INNOVATIVE | PASSIONATE | LEADER

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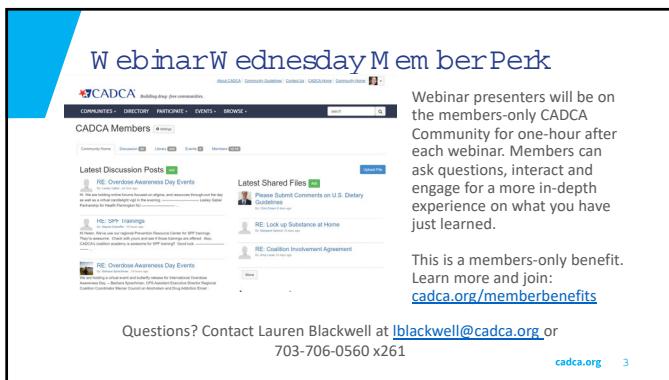


CADCA Member Benefits

- Advocacy on Capitol Hill including emailed legislative alerts and updates regarding CADCA's public policy efforts and timely sensitive legislative issues
- Discounted registration rates up to \$200 for CADCA's National Leadership Forum and Mid-Year Training Institute
- Electronic newsletters and two printed newsletters per year
- Unlimited postings to the CADCA's Prevention Job Board
- Volunteer request referrals
- Unlimited Roster
- CADCA Community

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Webinar Wednesday Member Perk

CADCA Building Drug-Free Communities

CATEGORIES: General Issues | Technical | CADCA News | Seminars

CADCA Members

Community Name: Discussion | Events | Groups | Members

Latest Discussion Posts

RE: Overdose Awareness Day Events

RE: Health Policy Briefings

RE: Lock Up Substance at Home

RE: Coalition Involvement Agreement

Latest Shared Files

Please Submit Comments on U.S. Dietary Guidelines

Webinar presenters will be on the members-only CADCA Community for one-hour after each webinar. Members can ask questions, interact and engage for a more in-depth experience on what you have just learned.

This is a members-only benefit. Learn more and join: cadca.org/memberbenefits

Questions? Contact Lauren Blackwell at lblackwell@cadca.org or 703-706-0560 x261

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Opening Activity

In the chat box, answer the following question:

- What is your coalition/organization's primary social media goal?

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Why is Social Media Important for Your Organization?

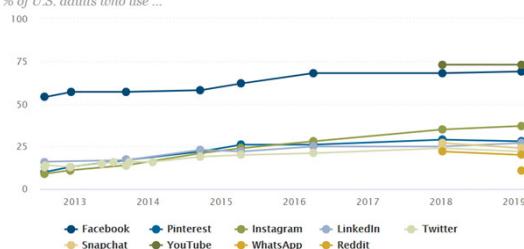
- Social media provides a powerful, free tool for marketing products, services and initiatives and for building a receptive engaged audience
- 92% of marketers use social media in their campaigns—competing with tobacco, alcohol and other forms of advertising
- Meet your target audience where they are

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Social Media Usage

% of U.S. adults who use ...

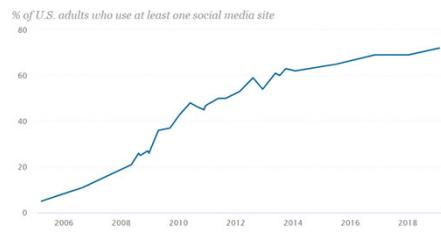


Source: Pew Research Center

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Social Media Usage

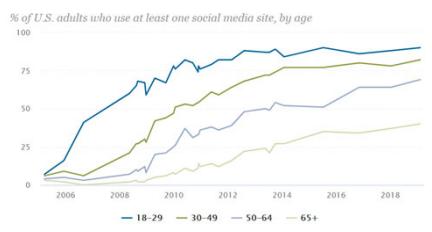


Source: Pew Research Center

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Social Media Usage



Source: Pew Research Center

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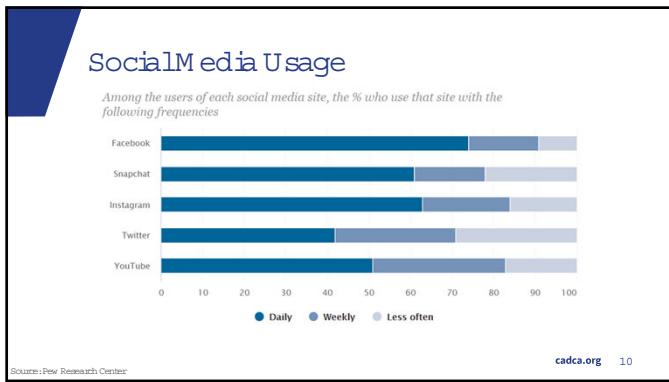
Social Media Usage

Use of different online platforms by demographic groups										
	YouTube	Facebook	Instagram	Pinterest	LinkedIn	Snapchat	Twitter	WhatsApp	Reddit	
U.S. adults	78	65	35	15	29	24	24	20	15	13
All	78	65	35	15	29	24	24	20	15	13
Men	68	75	43	42	24	24	21	19	8	8
Women	71	70	33	33	28	22	21	13	13	13
White	77	70	40	27	24	28	24	24	23	23
Black	77	70	40	27	24	28	24	24	23	23
Hispanic	78	69	51	22	16	29	25	42	14	14
Age 18-29	91	79	67	34	28	62	38	23	22	22
18-29	91	79	67	34	28	62	38	23	22	22
20-29	93	84	57	28	44	47	31	28	23	23
30-49	87	79	47	38	37	25	26	31	14	14
50-64	75	68	38	21	24	9	17	15	6	6
65+	38	46	8	15	3	7	3	1	1	1
>\$30,000	68	69	36	18	10	27	20	19	9	9
\$30,000-\$59,999	75	72	39	27	26	26	20	16	10	10
\$60,000+	83	74	42	41	49	22	31	25	15	15
High school or less	64	61	33	19	9	22	13	18	6	6
Some college	79	75	37	32	26	29	24	14	14	14
College+	80	74	43	38	51	20	32	28	15	15
Urban	77	73	46	30	33	29	26	24	11	11
Suburban	74	70	40	30	30	29	29	23	13	13
Rural	64	60	21	26	10	20	13	10	8	8

Source: Pew Research Center

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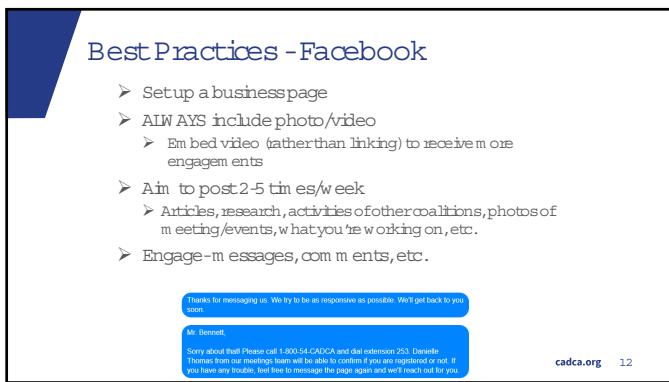
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Best Practices - Twitter

- > Short form at
 - > Ideal for live updates from events, breaking news
 - > No set limit for number of posts
 - > Retweets = endorsements
 - > Signature hashtags
 - > Tag partners/sponsors



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Best Practices - Instagram

- Dynamically pictures
 - Short videos on grid, longer videos on GTV
 - Short captions
 - Avoid overediting
 - Tag partners
 - Limit to 2-3 posts per week



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Best Practices - TikTok

- Ideal for younger audience
 - Youth members takeovers
 - Short videos (1 minute max)
 - Great for coalition events



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SocialStrategy -ABOUT

- Audience
- Branding
- Objectives
- Use
- Timing

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Define Your Audience

- Who are you ideally trying to reach? Students? Parents? Community Leaders?
- What are you doing to **meet them where they are?**

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Cater to Your Audience

CADCA CADCA United States | 1 year ago | ...
Instead of coats and suits, our prevention advocates were in sweatpants and slippers. Instead of hearing CADCA Consultant Sue Thau speak in the ballroom of the Gaylord National, we tuned into the Legislative Update Plenary from the virtual Forum platform. But some things never change. We still reached out to Congressional Representatives to advocate for our communities, we still brought passion and energy to a day of CADCA training and, most importantly, we still came together to make our world better through **Prevention**. Thank you for being part of the experience and sharing your stories with us. Today, you proved us right: no matter where we are or what we're facing, we ARE community coalition advocates.



Wednesday Recap

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Engage Your Audience

CADCA Posted by [Bailey Martin](#) • 1/19/21 CADCA was proud to participate in this important discussion! #DayOfService

Ethan Raskas EtanRaskas • 1/18/21 Inspired by the 750+ people who joined #DayOfService to spotlight #mentalhealth & addiction. Together, we covered a lot of ground -- reducing stigma, increasing awareness, supporting vulnerable communities. And we had powerful appearances from @marty_walsh & @XavierBecerra!

Show this thread

National Day of Service 1/18/21 [View Post](#)

4232 People Reached 32 Engagement 15 Shares

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Infographics Capture Viewer Attention

JUULING Infographic:

- CADCA's most popular Facebook post ever!
- 13,792 people reached
- 1,199 engagements

CADCA What's Trending? JUULING

63% 15-24 year olds have tried JUUL, and 1 in 5 youth ages 12-17 have used JUUL in the past month.

What communities can do

Questions? Email: training@cadca.org

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Branding – Utilize Cover Art Real Estate

CADCA 20th ANNUAL MID-YEAR TRAINING INSTITUTE July 13-15, 2021 VIRTUAL COMMUNITY COALITION LEADERS

CADCA @CADCA

CADCA is the leading substance use and misuse prevention organization dedicated to creating and maintaining safe, healthy and drug-free communities globally.

© Alexandria, VA [cadca.org](#) Joined February 2009

761 Following 10.5K Followers

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Tell Us About Yourself

- Keep business description (bio) consistent across all channels.
- Brainstorm a handful of essential and SEO-friendly words that describe your company.
- Only first 140 words appear in search engines so input info first.
- Link to the most relevant area of your website.

About

Promote your business locally to lead people directly to 625 Slaters Ln Ste 300 Alexandria, VA 22314.

[Promote Local Business](#)

CADCA Community Anti-Drug Coalitions of America (501)(c)(3) non-profit organization that works to strengthen the capacity of communities to make their effort to create and maintain safe, healthy and drug-free communities.

10,578 people like this
12,998 people follow this
374 people checked in here
<http://www.cadca.org/>

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Objectives

Objectives within a social media strategy should always be: **SMART**

- Specific
- Measurable
- Achievable
- Realistic
- Time-bound

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Platform Metrics (Measurable)

- Available within each platform for business pages
- Can track for previous week or previous month
- Reach - how many people saw the post
- Engagement - how many people interacted with the post

Insights
Last 28 days : Jan 26 - Feb 22 •

	Value	Change
People Reached	11,131	+110%
Post Engagements	1,693	+8%
Page Likes	112	+7%

cadcacoincials View Professional Dashboard

440 Posts 2,298 Followers 418 Following

Insights
Last 28 days : Jan 26 - Feb 22 •

Recent highlights

Overview

Your Audience

Content You Shared

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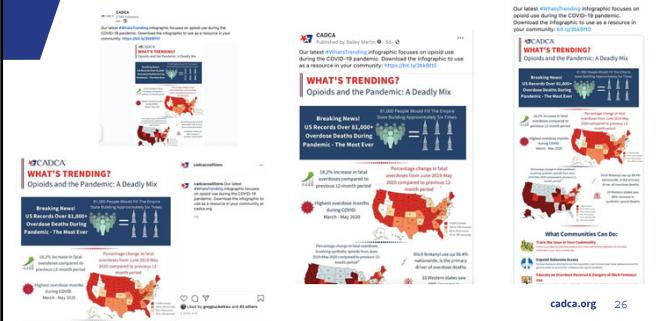
Use

- Frequency
 - Rules
 - Administrators
 - Consistency

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Use – Consistency



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Timing

- Always be updating!
 - Live videos/tweets draw in a ton of engagement
 - If you wait, it's too late

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How to Go Viral



A screenshot of a Twitter post from the account @world_record_egg. The post features a large orange egg and the caption: "world record egg Let's set a world record together and get the most liked post on Instagram! The current record was held by Kyle Devine (15.3 million). We got this!" It includes hashtags #eggChallenge and #eggGang. The post has received 30,409,037 likes. Below the image is the CADCA.org logo.

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#IceBucketChallenge

- <https://www.youtube.com/watch?v=sdSEhG90n9I>
- In 2014, the hashtag #IceBucketChallenge became one of the most popular hashtags of all time
- Raised more than \$220 million
- Money allowed scientists to discover a gene related to ALS

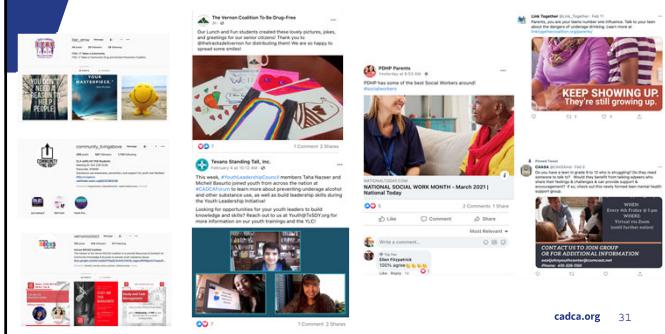
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Use Social Media to Get Media Coverage

- Reporters look to social for story ideas
- Markets them
- What they look for:
 - Character/human aspect
 - Emotion
 - Impact (local first)
- Find, follow, engage

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Outstanding Coalition Examples



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Q&A on CADCA Community

The screenshot shows the CADCA website homepage. At the top, there's a blue header with the text 'Q&A on CADCA Community'. Below it, the CADCA logo is displayed with the tagline 'Building drug-free communities.' The main navigation bar includes links for 'About CADCA', 'Community Resources', 'Get Involved', 'CADCA Home', and 'Get Involved Search'. A search bar is also present. The page features several sections: 'COMMUNITIES - DIRECTORY - PARTNERS - EVENTS - ENRICHMENT' with a dropdown menu; 'CADCA Members' with a 'Log In' button; 'Community Home', 'Discussions', 'Events', and 'News' sections; 'Latest Discussion Posts' with a post about 'RE: Opioid Awareness Day Events'; 'Latest Shared Files' with a post about 'RE: Look Up Substance at Home'; and 'RE: Coalition Involvement Agreement' with a post about 'RE: Coalition Involvement Agreement'. On the right side, there's a large call-to-action box with the text 'Join me on the CADCA Community right now for one-hour of Q&A!' and a red button 'Go to community.cadca.org'. Below this, it says 'This is a members-only benefit' and 'Learn more and join: cadca.org/memberbenefits'. At the bottom, there's a question from Lauren Blackwell asking for contact information.

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Activity: Share Your Most Engaging Social Media Post

- On the CADCA Community, share your post(s) that receive the most engagements throughout the month of March. Our team will review your post(s) and share our thoughts and/or recommendations.

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Date : Wednesday, April 14, 2021

Time : 1-2:30 pm EDT

Trainer: Kim Linkel

Topic: Sector Collaboration Drives Community Change

Register: bit.ly/3qeXrKy

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Stay Connected !

 CADCA
Building Drug-Free Communities

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-  CADCAorg
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-  community.cadca.org

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