



SOCIAL MARKETING & SOCIAL MEDIA

SIMILAR, BUT NOT THE SAME

“Social marketing differs from other areas of marketing only with respect to the objectives of the marketer and his or her organization. Social marketing seeks to influence social behaviors not to benefit the marketer, but to benefit the target audience and the general society.”

Philip Kotler & Alan Andreasen

CORE DIFFERENCES

Social Media

- Social interaction among people in virtual networks (Facebook, Twitter, LinkedIn, Instagram, Pinterest, etc)
- Voluntary

Social Marketing

- Primary focus is social good
- Integrating marketing concepts to influence behaviors
- Separate from commercial marketing



VALUE OF SOCIAL MARKETING

- Address social issues
- Meet social needs
- Garner support and awareness
- Encourage social change
- Thought leadership and expertise
- Public trust
- Building communities
- Engagement and conversation



TEXANS CARE *for* CHILDREN

WHO ARE WE?

We are the leader in policy advances for Texas kids.

We are the bridge connecting children's advocates to one another and to the state government.

<p>Each \$50 donation to</p>  <p>positively changes 100 children's lives</p>		 <p>AMPLIFY AUSTIN</p> <p>March 4-5, 2015</p> <p>24 hours to crank up the giving.</p> <p>From I Live Here, I Give Here® with</p> 
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Social marketing helps us promote policies and values that benefit Texas children and our state.

SOCIAL MARKETING

WHY DO WE USE IT?

- Inform the public and children's advocates about what state officials are doing related to kids' issues.
- Inform state officials about what's happening with kids and what they should do to support them.
- Act as a resource on five areas of state policy: child protective services; juvenile justice; mental wellness; health and fitness; and early childhood education and opportunities.
- Provide ways for people to advocate and get involved.
- Grow our network of people who we can call upon to act.
- Emphasize that helping children through public policy is crucial to each individual child and our entire state in the long run. Helping all kids reach their full potential is not just the right thing to do; it's the smart thing to do, too.

SOCIAL MARKETING TOOL #1

HOW DO WE USE IT?

WEBSITE

Our website has several social marketing purposes. Its main aim is to act as a landing place of resources on children's issues in Texas:

- Informational resource on policy issues related to children.
 - Articles and op-eds
 - Reports
 - Lege agendas and recaps
 - Specific webpages devoted to our different issue areas
- Advocacy resource on how Texans can get involved.
 - Sign-ups for our email lists
 - Staff contacts
 - Toolkits
 - “Speak for Children” Online Advocacy Center
 - Links to our social media platforms
- Values resource to reinforce our vision for children in Texas.

HOW DO WE USE IT?

Values: Issue area webpage

Juvenile Justice



OUR VISION: Kids grow up to be productive and successful in adulthood, not pushed out of the classroom or into the criminal justice system.

Fair, Effective, and Safe School Practices: Many Texas schools are providing students with supports to make good choices and avoid justice system involvement. More schools should follow their lead by taking weapons out of schools, providing school staff with training on effective school discipline strategies, and eliminating opportunities for bias and prejudice.

Prevention and Diversion Programs: All Texans benefit when we keep youth safely in the community.

Juvenile Justice Reform: No state has a higher percentage of its children and youth growing up to enter the correctional system. Texas has made improvements in its youth justice system, and it must keep up the progress, so we lock up fewer kids and rehabilitate more.

Keeping Teens Out of Adult Systems: When youth are held accountable in age-appropriate settings they can receive the services they need to stay out of the justice system in the future.

Get Involved: Coalition webpage

Texas Early Education Alliance



The Texas Early Education Alliance shares information and coordinates advocacy efforts that enhance safety and early learning opportunities in childcare, and improve the quality of and access to pre-K in Texas to help ensure that all students enter school ready for success. To learn more, [join our email list](#), or contact [Andrea Brauer](#), our Early Education Policy Associate.

Reports



April 2014



March 2014



June 2013



Resources: Reports webpage

[Grab an activism toolkit here >](#)

SOCIAL MARKETING TOOL #2

HOW DO WE USE IT?

EMAIL

Our email system has several social marketing goals. Its main aim is to provide recipients with opportunities to get informed and involved with children's issues that matter to them:

- Share the work we've been doing on behalf of Texas kids
- Share policy updates
- Share any new content we've added to our website
- Share upcoming ways to speak out for kids (i.e. hearings, meetings, surveys, how to contact legislators, etc.)
- Provide social media sharing and donating buttons.



The leader in policy advances
for Texas Children

Another Foster Care Tragedy - Time for the Lege to Strengthen CPS

We were heartbroken to learn that two young [children drowned](#) last week while in the state's foster care system.

We are still learning the details, but we know that we can keep more children safe and help more foster children overcome the trauma they've experienced.

In addition to better training and screening standards for foster parents, we need the legislature to invest in reducing caseloads for child abuse investigators and other CPS caseworkers.

Right now, hard-working caseworkers are overwhelmed trying to rush around to check on at least 28 vulnerable kids at once. National best practices require a maximum caseload of 17.

We have more information on our [child protection webpage](#), [our Facebook page](#), and [our twitter page](#).

Lauren Rose Visits Locked up Youth

Read our Juvenile Justice Policy Associate's [blog post](#) on accompanying former offenders to the Giddings State School.



The men met with incarcerated youth to tell them they, too, can turn their lives around. The ex-offenders credited supportive staff and the intensive Capital Offenders treatment program with giving them the tools necessary to become the men they are today.

Save the Date and Nominate a Children's Advocate

Get out your calendar! Our annual Children's Policy Conference and Founder's Award Luncheon has been scheduled for Friday, February 6th in Austin.

We are accepting [nominations](#) now for our 2015 Founder's Award. Nominate an exceptional Texan today.



Read our Latest

[Border Crisis Test of US Ideals](#)

[3 Ways Texas Can Improve Early Education](#)

[The Lake Georgetown Drowning, the Latest Tragedy in Texas Foster Care](#)

Come to an Event

[Growing Healthy Texas Workshops](#) featuring our own Lauren Dimitry in Beaumont, El Paso, McAllen, & Lubbock

[Interagency Council on Addressing Disproportionality and Disparities](#), July 16 in Austin

[DFPS Council](#), July 17-18 in Austin

[Council on Child & Families](#), August 12 in Austin

[Voices for Children's Annual Congress on Children](#), September 26 in San Antonio

We're Moving!

We'll be in our new office on August 1. Stay tuned for details.

Emails services like Emma and Constant Contact allow users to easily build professional looking email newsletters and track metrics

HOW DO WE USE IT?



SOCIAL MARKETING TOOL #3

TWEETS 4,419 PHOTOS/VIDEOS 37 FOLLOWING 2,486 FOLLOWERS 2,781 FAVORITES 125 More ▾

Tweets Tweets and replies

Texans Care @putkids1st · 33m
Join us & @txsystemofcare for the free webinar #CanYouHearMeNow. Learn all about social marketing tools for your org: ow.ly/zlypm

Texans Care @putkids1st · 3h
RT @CPPP_TX See how #TX ranks in child development in new @aecfkidscount #DataBook bit.ly/1cuK5wW #txlege #KidsCount

Texans Care @putkids1st · 3h
Report by the @NWLCL highlights the child care challenges faced by low-wage workers. A must read: ow.ly/zG5s4

Texans Care @putkids1st · 3h
"Had he received help and diagnosis early, before he saw himself as a loser and a scary kid, it would be different." ow.ly/zlq3G



SOCIAL MEDIA

Our social media platforms have several social marketing purposes. Their main aim is to allow us to inform, connect, and engage with a variety of audiences and make sure we're part of the online dialogue about Texas kids.

Twitter

- Share everything we put on our website and most of what we shared in our email newsletters
- Share and comment on timely developments (e.g. live tweet hearings)
- Share articles and resource about our issue areas
- Connect and engage with people (elected officials, reporters, national and local organizations, helpful consumers we want to publicly acknowledge) by using userhandles, hashtags, and notifications

You can use free online services like www.hootsuite.com to schedule tweets ahead of time.

Notifications

All / People you follow

- CDF Texas** retweeted you
4h: In FY2013, 1,034,613 children were covered by CHIP in Texas. Happy 17th bday CHIP! ow.ly/z2IWF #CHIPworks
- CDF Texas** favorited your Tweet
4h: In FY2013, 1,034,613 children were covered by CHIP in Texas. Happy 17th bday CHIP! ow.ly/z2IWF #CHIPworks
- Candace Aylor** retweeted you
5h: ICYMI: 5 steps you can take between now and Nov 4 to advocate for state policies that support TX children: bit.ly/1oolalz #TXLegs
- Candace Aylor** favorited your Tweets
5h: ICYMI: 5 steps you can take between now and Nov 4 to advocate for state policies that support TX children: bit.ly/1oolalz #TXLegs
2 other favorites

SOCIAL MARKETING TOOL #3

SOCIAL MEDIA Facebook

- Share the work we've been doing on behalf of Texas kids, most content pulled from our website.
- Create a space where people can voice their opinions on children's issues that matter to them
- Share resources related to children's policy issues

Texans Care For Children shared a link.
Posted by Peter Clark · July 21

Latest polling data: 71% of voters—including 60% of Republicans—support greater investment in early childhood education!



Grow America Stronger with Quality Early Childhood Education
growamericastronger.org
85% say this is important, second only to increasing jobs and economic growth, ranking it far above reducing the tax burden on families (83%)...

Like · Comment · Share 4 Shares

Emerson Academy Child Development Center, Wendell Colberg, Kaley Horton and 12 others like this.

Write a comment...

368 people reached [Boost Post](#)

Texans Care For Children
Posted by Liz Moskow · July 24

We couldn't help but post one more photo of Ashley from earlier today. She talked with seven TV and radio reporters in the last 24 hours with one aim in mind: to better protect children in the foster care system from abuse and neglect. Way to go, Ashley!



Like · Comment · Share 1 Share

Emerson Academy Child Development Center, One Voice Texas, Ashley Harris and 34 others like this.

Write a comment...

307 people reached [Boost Post](#)

Texans Care For Children shared a link.
Posted by Liz Moskow · July 22

Teen birth rates and the percentage of children without health insurance have fallen in recent years, but Texas still has a lot of work to do.

How would you like to see our state do better by our children?



Report: Texas Lags on Child Well-Being
www.texastribune.org
Texas ranks among the 10 worst states on a variety of indicators of child well-being, according to a new national analysis out Tuesday.

Like · Comment · Share 4 Shares

Nita Higgins, Kayce Foster, Guadalupe Fuentes Garcia Sanchez and 4 others like this.

Sarah Beth Wied Green I'd like to see lower caseloads and better pay for CPS workers, and a foster system that is child centered, align with a Bill of Rights for Texas children.
July 23 at 10:17am · Unlike · 2

Texans Care For Children Sarah Beth Wied Green Great ideas!
Commented on by Liz Moskow · July 23 at 11:46am · Like

KEY TAKEAWAYS

IT'S ALL ABOUT INTEGRATION

All the different pieces of social marketing should be cohesive, consistent, and integrated. You don't have to create entirely new content for each piece of the puzzle.

CASE STUDY: Mental well-being in schools

How Josette helped pass policy that will improve training and access to mental well-being resources in Texas schools

Website

"There will be more of a positive focus on students' mental health," says Josette Saxton, our mental health policy associate who facilitates the [Texas Children's Mental Health Forum](#):

Texas has **taken steps** to make sure educators get basic information on red flags that can occur when a student is struggling with a mental health concern. Educators will also find out about what steps they can take to help students. Teachers will soon receive information on recognizing and educating students with potential mental health concerns as part of their educator certificate requirements, and school districts will be required to provide teachers with basic training on identifying mental health and suicide risks among students. Grants will be made to communities to offer mental health first aid trainings to interested community members; teachers will be able to take these trainings at no cost.

Mental health prevention will now be included in school districts' coordinated school health efforts [a health-promotion approach that all Texas schools are supposed to already have in place]. The legislature has called on state agencies to make an easily accessible list of effective programs schools can use to promote positive youth development and prevent mental health and substance abuse issues, along with suicide prevention and mental health intervention programs and strategies.



Twitter

Use hashtags **#MentalHealth** **#TexasKids** **#TXLege** to share information and engage followers and potential followers. Post various different tweets to see what works best (e.g. questions, quotes, titles, etc.)

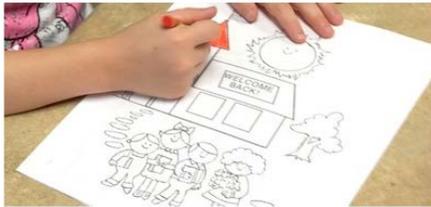
Blog post on our website. Also cross-posted it on the LiveMom.com website.

IT'S ALL ABOUT INTEGRATION

Audiences may differ, and language and presentation may have to consequently be tweaked, but overall content and messaging remains consistent.

CASE STUDY: Mental Well-being in Schools

Email

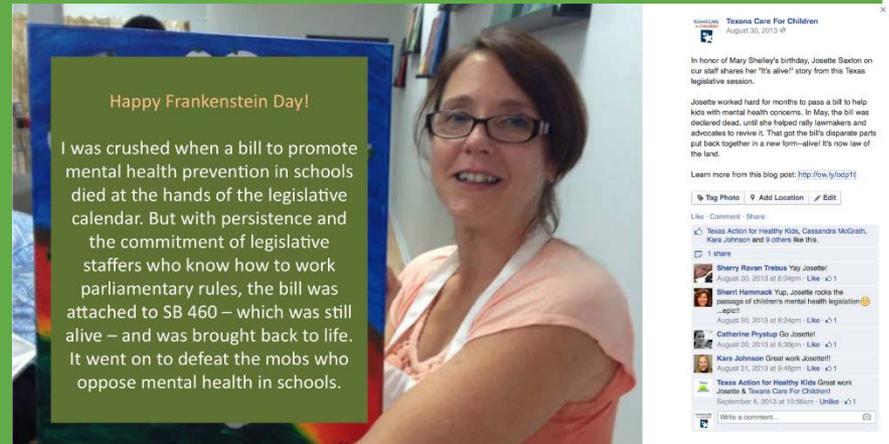


3 Changes to Texas Schools that Affect Kids this Year

As students head back to school, their focus might be on new teachers, classmates and school supplies. But even more is different this year, since the Texas Legislature made several changes that affect students' health, mental health and ability to stay in school learning. Several laws take effect on Sept. 1.

[Teachers will receive training so they can do more for kids' mental health.](#) The Texas Tribune spoke to our mental health policy associate Josette Saxton about the changes.

Facebook



Share images and links related to the issue. Share both content we produced and other pertinent info.

Share images and links related to the issue. Provide people with an opportunity to share and voice their opinions.

KEY TAKEAWAYS

VISUALS ARE KEY

Images can refer to photos, charts, infographics, quotes presented as images. They can help present information in a more personable, eye-catching, and compelling way.

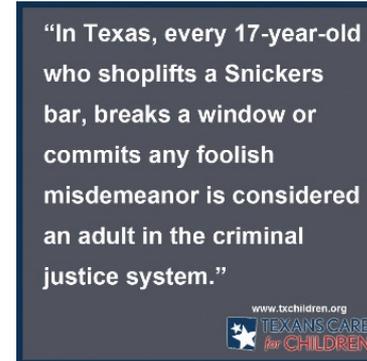
Staff Photos



Image with Text



Quotes



Kid Photos



Use free online resources like www.picmonkey.com to put text on pictures.

KEY TAKEAWAYS

BE PERSONAL

People often respond better to email blasts, tweets, and blog posts when it's written in the voice of a real person and that real person is identified. The content can also be personal (e.g. a first-person account of an experience at work).

Formerly Incarcerated Youth Visit Old Lock Up, and Inspire Me

[<< Return to State of the Children blog](#)

Formerly Incarcerated Youth Visit Old Lock Up, and Inspire Me

7/8/2014 10:47:05 AM

Would you believe me if I told you after spending a beautiful, sunny Saturday working inside I ended the day rejuvenated, inspired, and ready to get to work?

What if I told you I spent the day listening and talking to men who had been convicted of some of the most serious offenses you can imagine including murder and capital murder? And it was those men who had left me inspired?

On Saturday, I had the honor and privilege of joining currently incarcerated youth at the Giddings State School for a panel presentation by previously incarcerated youth. The panel was organized by the former offenders – now all grown men—because they wanted to give back. They wanted to share with the youth their experiences and how the tools they received from the Texas Youth Commission (now part of the Texas Juvenile Justice Department) had helped them change their lives for the better.



All nine of the men had previously spent time in and out of the Texas juvenile justice system. All had been locked up in a Texas Youth Commission, and all but two of those were transferred to prison to continue their sentences in the adult system.

First person blog post from a staff member about her visit to a juvenile correctional facility.

TRACK METRICS

It's crucial to measure and monitor the results of your social marketing efforts. You don't want to be talking to an empty room! Using tools like Google Analytics, email metrics, and Facebook Insights allows you to see what's working and not working. How many people view a webpage per month? How many people clicked on a link in an email? How many people shared a Facebook post or retweeted a tweet? These are all good examples of metrics to monitor.

Your 5 Most Recent Posts

Published	Post	Type	Targeting	Reach	Engagement	Promote
08/05/2014 7:18 pm	As hard as Ashley works, she can't do it alone. Find out some quick and easy ways you can make an			368	4 16	Boost Post
08/04/2014 9:00 pm	It's three months until Election Day! Now is a great time to speak up about state policies that support			245	16 12	Boost Post
08/01/2014 11:40 am	Breaking news: Providence pulled out of its contract to run the state's first Foster Care Redesign region.			1.3K	97 28	Boost Post
07/31/2014 12:15 pm	We agree with Rep. Donna Howard. We need to give these women's health programs time to work rather			102	3 1	Boost Post
07/30/2014 9:54 am	The recommendation to transfer four family support programs to the Department of Family Protective			673	59 14	Boost Post

[See All Posts](#)

Some Facebook metrics that allow you to view audience engagement for different posts.

SOCIAL MARKETING



Connect with us!
www.txchildren.org
www.twitter.com/putkids1st
www.facebook.com/texanscare

Questions?
Feel free to email me: Imoskowitz@txchildren.org

Thank you!