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## 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



The screenshot shows the TalkPoverty.org website. At the top left is the logo with the tagline "Real People. Real Stories. Real Solutions." To the right are social media icons for Facebook, Twitter, and RSS, and a search bar. A navigation menu includes "TalkPoverty Blog", "Poverty Data", "Get Involved", "Resources", "TalkPoverty Radio", and "About Us". The main content area features a large article titled "Closing the Justice Gap for Low-Income New Yorkers by Hon. Jonathan Lippman" with a sub-headline: "In many cases, the presence of a lawyer can be the difference between keeping your home and getting evicted. We can and must do more to increase the pool of lawyers available to serve Housing Court litigants." To the right are two smaller article teasers: "Breaking the School-to-Prison Pipeline in Mississippi by Alyssa Peterson" and "Congress Should Keep Funding Home Visiting—it Works by Rachel Herzfeldt-Kamprath". At the bottom is a subscription form with fields for "ZipCode" and "Your Email", and a "Submit" button.

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## How do you define social media?

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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

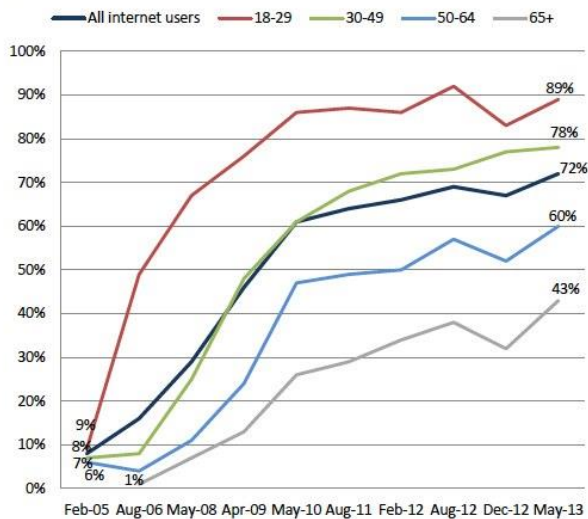
**Reach:** 72% of online adults use social networking sites

- 67% Facebook
- 18% Twitter
- 13% Instagram (Pew)



### Social networking site use by age group, 2005-2012

% of internet users in each age group who use social networking sites



Source: Pew Research Center's Internet & American Life Project tracking surveys 2005-2013. Spring Tracking Survey, April 17 – May 19, 2013. N=1,895 adult internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.5 percentage points.



## The value of social media

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

And it's:



Open



Interactive



Amplifying



Human

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## Case study: No More Names

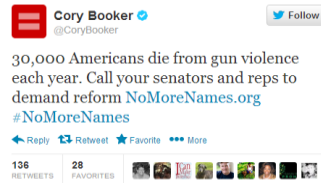


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- 139 Hours of Name Reading
- 36,976 names read of those killed by guns
- 252 volunteers
  - 8 Members of Congress
  - Over 20 survivors and victims' family members
  - 38 Groups engaged



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## Case Study: #TalkPoverty



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## 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



The Philadelphia Inquirer



## 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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