

Social Media for Social Good

Establishing the framework to get started



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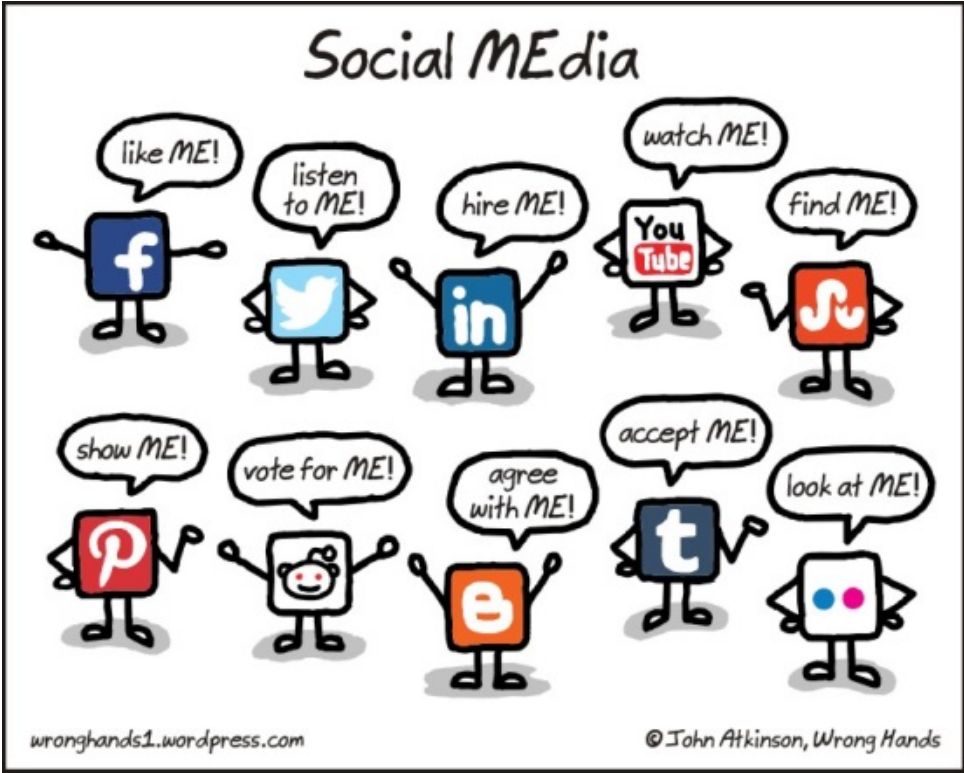


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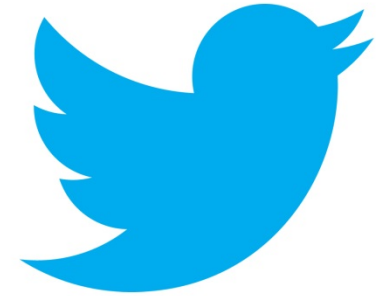






Today:

- Channels – brief overview
- Establishing your infrastructure
- Setting SMART goals
- Content strategy
- How/what to monitor (in 10 minutes a day)



Twitter

[#Communicate](#) and stay [#connected](#) with followers through quick, frequent updates of 140 characters or less.

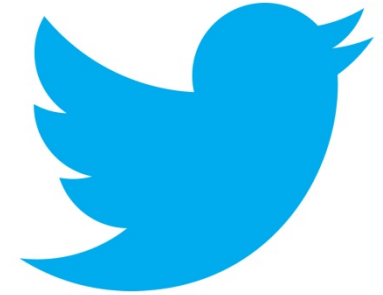


Evolved to a [#link-sharing](#) channel, though it's also a [#micro-blogging](#) platform.



A [#Tweet](#) is an expression of a [#moment](#) or [#idea](#). It can contain [#text](#), [#photos](#) and [#videos](#).





Twitter:



REPLY: Comment on a Tweet and join the conversation.

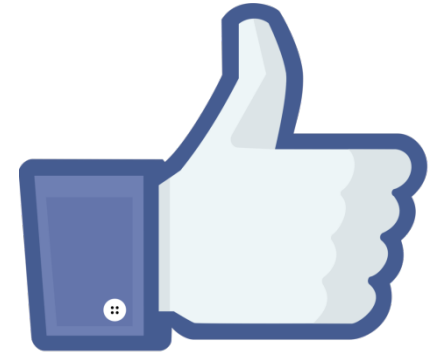


RETWEET: Share a Tweet with your followers. You can even add your own thoughts before you share it.



FAVOURITE: Favourite a Tweet to let the author know you liked it.

HASHTAG: Hashtags assign a topic to a Tweet. So, for example, Tweets that contain [#ElderAbuse](#) are about that. Click on a hashtag to see Tweets related to a topic.



Facebook:

- Home to friends, fans, clients and critics
- Post questions, comments, feedback
- Fans may interact with each other, but will mostly interact with your content
- Customize your page by adding photos, posting stories, sharing graphics and more



LinkedIn:

- Networking
- Recruiting
- Social selling
- Promoting content
- Generating thought leadership



YWCA:

- Facebook
- Twitter
- LinkedIn
- YouTube
- Blog
- MailChimp

A construction site at sunset. Two large tower cranes are visible against the sky. In the foreground, the steel framework of a building is silhouetted against the bright orange and yellow light of the setting sun. The overall scene is a mix of industrial and natural elements.

INFRASTRUCTURE

SETTING GOALS

SMART

SPECIFIC

TIME
BOND

MEASURABLE

RELEVANT

ATTAINABLE

A vintage black typewriter is positioned on a dark wooden desk. The typewriter is angled towards the bottom right. The keyboard is visible, with keys labeled with letters and numbers. A black pen or pencil lies across the keyboard. Three crumpled white paper balls are scattered on the desk: one on the left, one at the top center, and one at the top right. The word "CONTENT" is overlaid in the center of the image in a large, white, sans-serif font.

CONTENT

Core Content Strategy Statement

We'll share a mix of curated and original content, including blog posts, audio slideshows, photos, stories, Infographics, interesting articles and up-to-date research on a daily basis.

We'll be champions for women's equality, but we'll always connect it to the bigger picture. Women's equality isn't just about women – it's about a stronger economy and a healthier society. It's also about men and women working together.

Create and curate content that makes the connection between women's equality and a healthy, vibrant community, humanizes our work and inspires people in Metro Vancouver to take action.

Without people our work is meaningless! We'll humanize our work by showing the impact it has on real people and showcase the real people making a difference in their lives (employees, volunteers, donors).

We may be a global movement, but our content is for people living in Metro Vancouver. We'll still talk about global issues, but we'll always tell our audience how it relates to the local level.

We may tackle some heavy issues, but we never want our audiences to feel helpless. Our content will be positive, inspiring and action oriented.



MONITORING



**KEEP
CALM
AND
RESPOND**

Changing lives
since 1897.