



## Using Social Media To Inform Your Audience & Tell Your Story

9am AKST/10am PST/12pm CST  
Wednesday, March 8<sup>th</sup>, 2017  
OVW Tribal Coalitions




National Indigenous Women's Resource Center

This Project was supported by Grant No 2013-TA-AX-K025, awarded by the Office on Violence Against Women, U.S. Department of Justice. The opinions, findings, conclusions and recommendations expressed in this publication/program/exhibition are those of the author(s) and do not necessarily reflect the views of the Department of Justice, Office on Violence Against Women.

## Introductions

- **Princella RedCorn** 
- **Stephanie Conduff** 



## WHY USE SOCIAL MEDIA?

## Build & Engage Your Audience:

- **It's free!**
- **Connect with similar organizations & stay updated on their activities**
- **Promote your events and relevant statistics**
- **Become a news source for your community**

*"[Native internet users]...[are] extremely tech savvy, utilizing digital multimedia and communications technologies at rates that are much higher than national norms." - New Media, Technology & Internet Use in Indian Country, 2009*



## WHY USE SOCIAL MEDIA?

## Tell Your Story:

- **Share posts (news articles, video, photos, events, postcards) that reflect your organizations mission/values**
- **Using analytics to show funders your community reach**



## SOCIAL MEDIA: PLATFORMS

### Social sites explained (with donuts)



## SOCIAL MEDIA: PLATFORMS



### Facebook

- Native community, mobile access
- Easily share, comment & like
- Facebook Live video streaming



### Twitter

- Short, concise messages and information
- Great for live events
- Twitter Chats, Storms & Town Meetings



### Pinterest

- User curated
- Highly visually driven, including photos, memes and infographics
- Majority of users are women

## SOCIAL MEDIA: PLATFORMS



### YouTube

- Upload longer video pieces (edited work or speeches)
- Upload shorter call to action videos



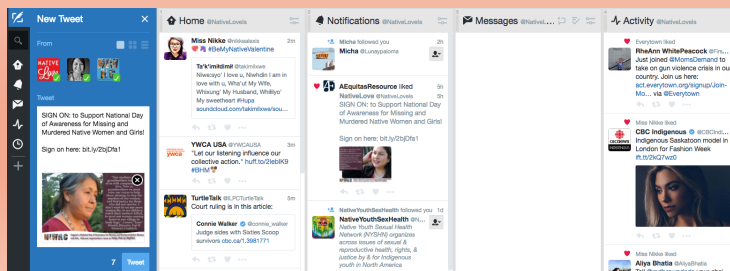
### Instagram & Google+

- Time limitation
- Location
- Dropped
- Little activity



### HootSuite & TweetDeck

- Save time-5 accounts linked
- Schedule all one time
- Linked accounts
- Pre schedule tweets



## SOCIAL MEDIA: INFORM YOUR AUDIENCE



*Beyond the Shelter Doors*  
**Advocate!**



- NIWRC E-Newsletter *Advocate! Beyond the Shelter Doors* & *Restoration* Magazine
- Digital News on Violence Against Women & Indian Country
- Duplicate emails received or sent for posts (funding opportunities, legal updates)
- Make reading/engaging with a post as easy for user as possible (Write short descriptions/introductions/"quotes" or call to actions)



## SOCIAL MEDIA: PROMOTE AWARENESS MONTHS

- **January**-National Human Slavery and Human Trafficking Prevention Month & National Stalking Awareness Month
- **February**-Teen Dating Violence Awareness Month
- **March**-Women's History Month
- **September**-National Alcohol & Drug Addiction Recovery Month
- **October**-Domestic Violence Awareness Month
- **November**-Native American Heritage History Month



## SOCIAL MEDIA: CAMPAIGNS

- **NativeLove Social Media Challenge**
  - #Use! #NativeLoves
  - Prizes
- **Twitter Storm**
  - #CenterEachOther
- **Fundraising Initiatives**
  - #GivingTuesday → #GiveToNIWRC
  - Amazon Smile
  - Keep track of donations to see what works!

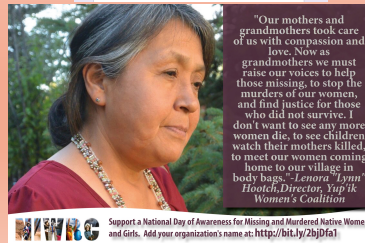
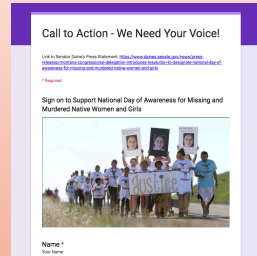


#GiveToNIWRC on Nov. 29th #GivingTuesday!  
[www.niwrc.org/donate-niwrc](http://www.niwrc.org/donate-niwrc)



## SOCIAL MEDIA: CAMPAIGNS

- Ask Questions & Engage you audience!
- National Day of Awareness for Missing and Murdered Indigenous Women & Girls



## SOCIAL MEDIA: GENERAL MAINTENANCE

### Posts

- Posts with an image! Screenshots
- Posting schedule: 2x/day, once on weekends
- How NIWRC schedules posts

### Engage Posts

- Monitor comments regularly (hide trolls)
- Reply back in timely manner to private messages & general inquiries on posts

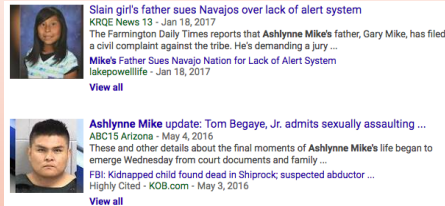
### To Follow & To Be Followed

- Start following similar organizations
- 'Like', comment and share their posts
- Follow organizations that share your content
- Call out/attribute/highlight shared content



## SOCIAL MEDIA: NEWS STRATEGIES FOR POSTS

- Quality vs. Quantity & Frivolous content vs. solid.
- Promote organizational values (educate, improve & save lives, promote tribal sovereignty, etc)
- Bring Native content to posts. Give audience credit for being smart-best content.
- **Social media posting-** we can choose the main image we show! Does this have the kind of recognition & representation that you want to represent your organization?
- News Provider: 50% get news on social media, 4% trust news on social media. Challenge yourself to take responsibility for providing news.
- News Provider: Legit mass media new sources & non-profit resource content



*"We do get to set agenda.  
We can't tell people what to think but  
we can tell them what to think about!  
So how do we know what to tell them?"  
-Excellence in Journalism 2016*

NIWRC Calls for Support for Ashlynn Mike's Family and a National Response to Missing and Murdered Native Women

May 5, 2016  
NEWS RELEASE  
For immediate release  
May 5, 2016  
Contact: Priscilla RedCorn, [priscilla@niwrc.org](mailto:priscilla@niwrc.org) or 402-437-4376  
NIWRC Calls for Support for Ashlynn Mike's Family and a National Response to Missing and Murdered Native Women  
Lone Star, Houston - The National Indigenous Women's Resource Center (NIWRC) releases this statement to offer prayers and support to the family of Ashlynn Mike. "The difficulty of this heartbreaking situation has required us to pause for prayer as parents, aunts, and grandmothers," said Lucy Simpson, Executive Director of NIWRC. "The abrupt and violent taking of the innocent life of this Native Star child is deeply felt by all of the NIWRC family."  
Ashlynn Mike, an 11-year-old girl on the Navajo Nation, was kidnapped, sexually assaulted, and found dead this week. The suspect has been apprehended and federal authorities are conducting the criminal investigation.  
"We are currently working to raise awareness and build momentum to



## SAFETY ONLINE

There are a number of ways we can use social media to support survivors, but always be mindful of safety concerns:

- Get written permission before sharing someone's photo, name, location, or personal story
- If sharing a survivor story, be aware of the backlash that person may experience and have measures put in place to mitigate that support them through it.
- Be prepared to be an advocate and a relative online too.
- \*From "Effective Social Media Advocacy Strategies, NIWRC"



# SOCIAL MEDIA: REPORTING ANALYTICS

Track what works, tangible results, so we can continually experiment and improve

A. Graphic of overall page likes last reporting period October 2, 2015-March 31, 2016 and a comparison graphic of page likes in current reporting period April 1-September 29th, 2016.

October 1, 2015-March 31, 2016

Total Page Likes as of Today: 5,574

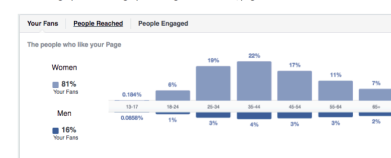


April 1-September 29th, 2016

Total Page Likes as of Today: 8,165



C. Facebook graphic of demographics of ages of followers/page likes.



Most Popular Facebook Post #1

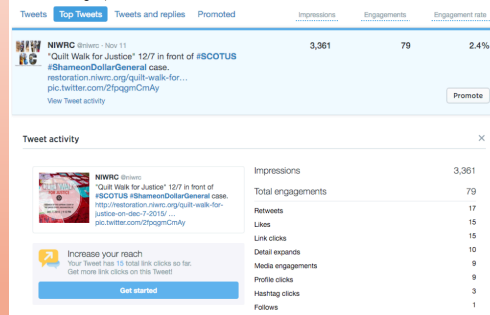
On March 7<sup>th</sup>, 2015 this post reached 34,773 people and offered insight into Native Women in Media-short profile of Tate Walker. Overall this post received 266 likes, 20 comments and most importantly, 170 shares. This post seemed popular because it was featured in NIWR's "Inspiring Native Women" photo album and #NativeWomenHistory social media campaign for Women's History Month. There were many entries to engage with this post from reading profile of young woman, photograph, tag to "Native Peoples Magazine" Facebook page, tag to social media campaign #NativeWomenHistory, and connect with Tate on Twitter.



# SOCIAL MEDIA: REPORTING ANALYTICS

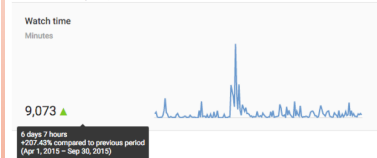
Most Popular Tweet #1

On November 11, 2015 this Tweet reached 3,361 people and offered insight into The Dollar General case at Supreme court. Overall this Tweet post received 15 likes, 15 links clicked and most importantly, 17 retweets. This post seemed popular because this is when NIWR was engaging grass roots organizations to partner up for the Quilt Walk for Justice Walk in front of the Supreme Court in Washington, DC.



V. NIWR on YouTube

Narrative: During this reporting period of October 1, 2015-March 31, 2016, 2014 NIWR's YouTube has had a steady increase of 14 subscribers, 73 shares, watch time, up 207% from previous period and due to video uploads from December's Quilt Walk for Justice and hiring of Communications Officer on January 11<sup>th</sup>, 2016.



## BEST PRACTICES & COMMON CHALLENGES

- NIWRC growth on Facebook
- Tweet Deck
- Time limitations-preschedule posts
- Compete with yourself (Use analytics to improve)



## Q & A

Please ask any question  
or offer any comment!





**CONNECT WITH US ON TWITTER**

- Princella RedCorn [@15Princella](#)
- Stephanie Conduff [@leche lounge](#)

