



Embracing the digital movement

How to build social media strategies for DV/SA organizations and providers.

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Please feel free to live tweet, quote, & take pictures of my presentation.

Outline of today's training:

1. But, I'm a technophobe. **Dispelling myths**, and getting buy in.
2. Why should DV/SA organizations have a social media **strategy**?
3. **How to** create a social media strategy for your organization.
4. Ensuring that your strategy is **safe and accessible**.

From technophobe to social media evangelist

Top myths:

1. Slacktivism isn't activism.
2. Technology is only creating wealth → getting rich
→ poverty.
3. Tech is financially inaccessible.
4. Technology is always unsafe.



Slacktivism is surprisingly effective & important.



Longlasting

Large Impact

Viral

Influence
culture

<http://www.nytimes.com/video/us/100000003841604/blacktwitter-after-ferguson.html?smid=fb-share>

Technology is creating wealth → gentrification → poverty



"When these tech jobs go unfilled, it's a missed opportunity for low-wage workers who could transform their earnings potential with just a little bit of training.

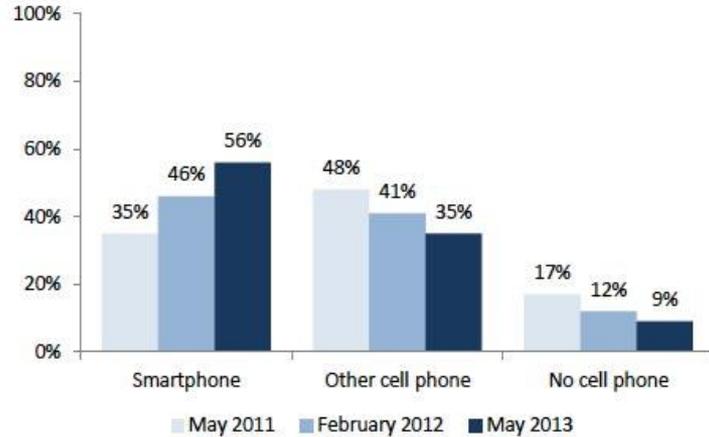
And that costs our whole economy in terms of lost wages and productivity"

- President Barack Obama, National League of Cities Annual Conference March 9th, 2015

The Digital Divide: Tech is Privilege

Changes in smartphone ownership, 2011-2013

% of all U.S. adults who own...



Source: Pew Research Center's Internet & American Life Project April 26-May 22, 2011, January 20-February 19, 2012, and April 17-May 19, 2013 tracking surveys. For 2013 data, n=2,252 adults and survey includes 1,127 cell phone interviews. All surveys include Spanish-language interviews.



#ImagineaFeministInternet

Creators

Users

Access

To technology & wifi

Open-source

Data privacy

Regulate our sex lives



Social media is the new cultural competency.

“Social workers, our time has come. Technical literacy is now a cultural competency, emerging into awareness much like the need for multiculturalism in the '60s or continuous ethical training of the late twentieth century. The clients we serve integrate technology into their lives like the weaving of thread in a fabric. Technology is another color of thread. If we are not assessing the impact of technology on our client populations, then this is a disservice to them and our profession. Some of our populations flourish with technology, and yet others are in technology deserts, falling behind further in a digital divide in which they may not recover.”

Technology Changing the Face of Social Work, *Social Worker*

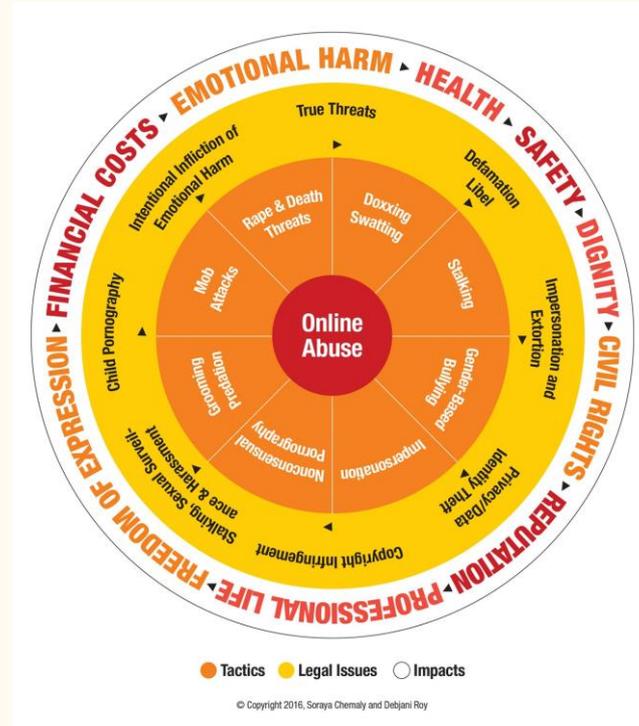
[Ellen Belluomini](#)

Social Media's Impact on DV/SA Survivors

1. A tool that can be used by abusers.
2. Teens are significantly impacted.
3. Valuable access to resources.
4. Freedom to live one's life.

Recommended resource:

<http://wmcspeechproject.com/tool>



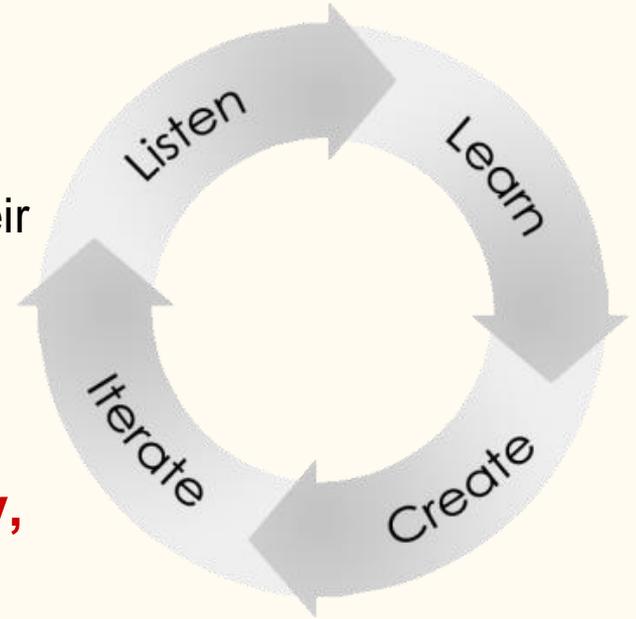
We are still figuring things out...

We need conversations with survivors -- how are they using social media, how do they want to use it?

How are communities using social media? What is their access like? What is most safe for them?

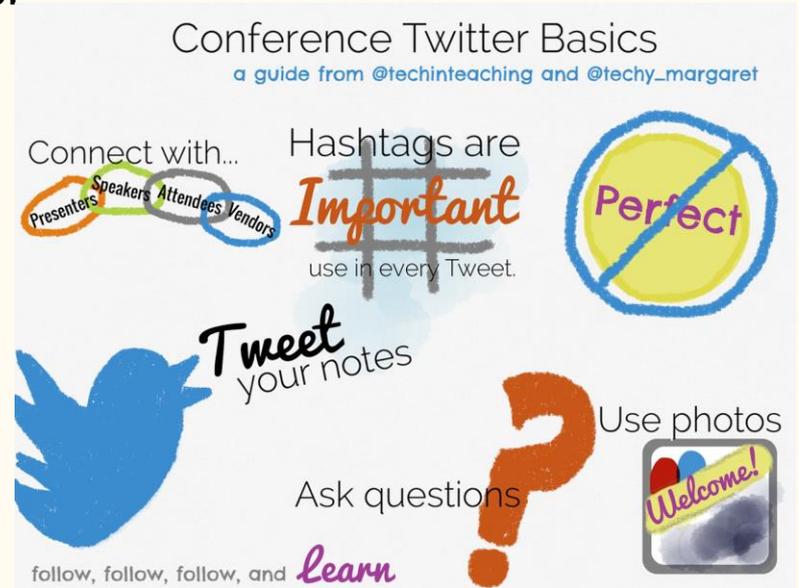
We need to think about the ramifications of policies.

We need to continue to build survivor privacy, and educate ourselves.



Social media impacts us as professionals

1. Expectation at trainings and conferences.
2. Important for sharing knowledge.
3. Connects you with colleagues.
4. Significant development tool.
5. Legislative advocacy & lobbying.



“Okay, I get it. Now what?”

We want you to make us one of those "viral" videos. You can make that happen, right?



someecards
your card

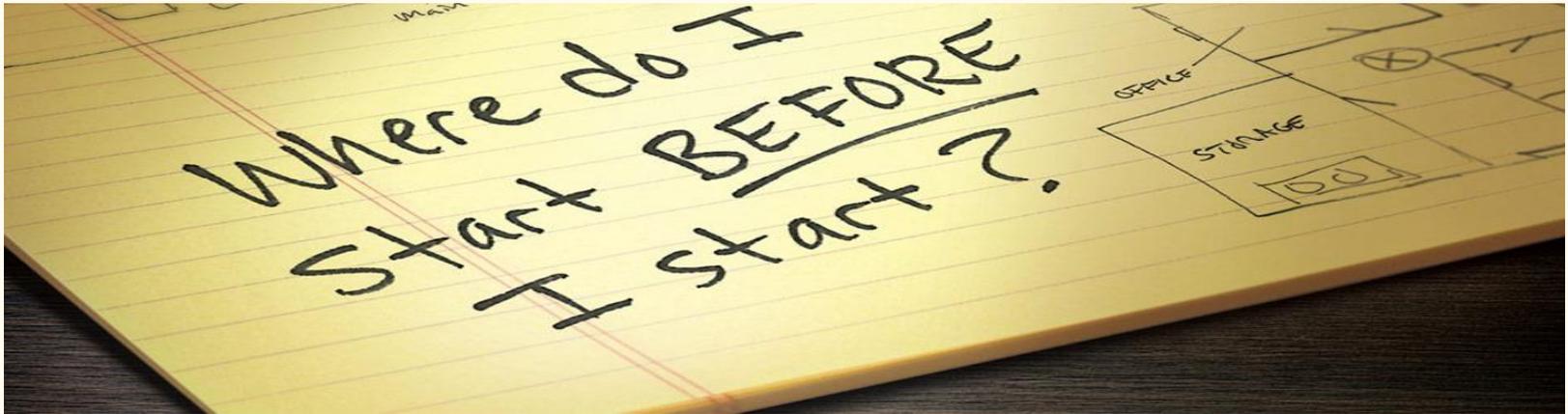
So you might have a social media “presence”,
but do you have a **strategy**?

1. Social media is not spontaneous.
2. A strategy is: achievable, sustainable, & scalable.
3. It is safe.
4. It is targeted and effective.



Worksheet Assessment

This worksheet will begin to get you thinking about what audience you really want to reach, and how you are going to do it.



10 super simple guiding principles.

1. Different platforms for different people & purposes
2. Staff capacity
3. Sustainability: Build small (Achievable, Sustainable, Scalable)
4. Main goal: post things your audience will *want* to hear!
5. Well-roundedness: 80/20 for development, 3/5 Twitter
6. It's a conversation (Retweet, Share, and Comment)
7. A plan for the day-to-day: Hootsuite
8. A plan for a campaign. <http://www.custodyawarenesscollaborative.com/>
9. Accessibility

Safety tips

Posting online:

1. Privacy settings on FB & Twitter
2. Protocol for responding to survivors
3. Protocol re: anonymity of social media managers.
4. Turning off geotagging

Live events:

1. Signs noting who, when, and what is safe to tweet.
2. Blue dots for photos.
3. When in doubt, talk about the topic without specifics to the person.
4. Never share information that could be helpful to an abuser.

Safety tips for survivors

1. Password: have many, and change them often!
2. Turn off geolocation.
3. Sign up on platforms under your name to monitor.
4. Review ever-changing social media policies with advocate.
5. Monitor yourself online through google alerts.
6. Reverse image searches on google.

Recommended resource:

<https://onlinesafety.feministfrequency.com>

Building a personal brand

Why:

You'll meet people more quickly.

You'll collaborate more effectively.

You'll (probably) have fun.

1:1 Basis, 1 hour setup, 1-2 ramp up.

Email me!



