



SOCIAL MEDIA & PLANNED PARENTHOOD OF MT

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WHAT IS YOUR SOCIAL NETWORKING CAPACITY?

- Who will run/organize your online presence?
 - Who will take over in their place?
 - How will you handle staff turn over?
- What are you looking to accomplish?
- What's the chain of command for dealing with problems?
- Which aspects of your organization could benefit from an online presence?
 - Departments, Clinic, Outreach Programs, Advocacy, Volunteer Programs, etc

SOCIAL MEDIA OPTIONS

- Myspace, Facebook, Twitter & Blogging all have different options & provide somewhat different services.
- Is this for the entire organization or a particular department within the organization? Or both?
- What are you trying to accomplish?
 - Are you looking to update fans?
 - Do you want to provide information?
 - Who is your target demographic?



FACEBOOK BEST PRACTICES

- Have policies in place in advance.
 - Who will design profile pictures, write updates?
 - Who will act as the site administrator(s)?
- Consider having personal and professional pages
- Maintain a Blogging Policy & Photo Releases for volunteers and staff
- Facebook has a great deal of options, Fan pages, Group, Personal Pages, Non-Profit Pages.
 - Choose what is right for you!
 - Do some research before you commit



PLANNED PARENTHOOD OF MONTANA & FACEBOOK

OUTREACH BEFORE SOCIAL MEDIA











FROM OUR FACEBOOK PAGE YOU CAN:

- Make an appointment
- Locate a Planned Parenthood Health Center
- Find our clinic locations and hours
- Learn about getting involved with advocacy or the volunteer program
- View our last action event, photos and videos
- View upcoming events & invite others to the events
- Donate to PPMT (Guidestar account updates?)
- Get daily updates on reproductive health in Montana
- Gain access to further information and links about reproductive health.

HOW DO I GAIN FAN

- Have a fan drive?
- Ask current fans to suggest "you" to their friends
- Put information in pill bags, bulletin boards, emails, newsletters, etc.
- Have staff add links to their email signatures
- Place a FACEBOOK AD

check us out...

on the **WEB**

Keep yourself up-to-date on recent issues, upcoming events and other fun facts by adding Planned Parenthood of Montana on FACEBOOK to schedule online appointments, request a refill online, or have your pills mailed to you, go to www.plannedparenthood.com/montana

TOOLS FOR STANDING OUT:

- Pictures, Pictures, Pictures!
- The more you capture on camera the better (don't forget your photo releases).
 - Tag individuals in the pictures – builds excitement & encourages supporters/volunteers
- Video – Capture moments on video in short 30 second or 1 minute clips!
- This is a great way to engage and appreciate the community you have while also encouraging others to get involved.





University of Montana student
participating during
Halloween.

They gave out free
condoms, lube and
asked people to
sign up for our
Planned
Parenthood Action
Network.

UNIVERSITY OF
MONTANA



ADVOCACY AND BURMA SHAVES


- It's fun!
- Creates Visibility
- A great way to meet new people and make a difference.
- Show your support for Planned Parenthood of Montana –






GAINING FRIENDS & MORE FANS

- Don't be afraid to be a "cyber-stocker"
- Individuals won't seek you out, but will likely add you if they are send a friend request
- Increased friends leads to increased online interaction & great awareness



QUESTIONS OR COMMENTS?



I LOVE My Computer Because My Friends Live In It

