

Welcome!

We are so glad you are here!

We will get started shortly.
In the meantime, we invite you to intentionally enter this space.



Silence your cell phone



Stretch



Close the door



Take a few deep breaths



Close browser windows



Emotionally release your to-do list



Check your audio and video



Take a bio break

#HealthyStart: Strategies for Connecting with your Community using Social Media

Thursday, March 26th, 2026 | 1:00pm – 2:30pm ET



#HealthyStart: Strategies for Connecting with your Community using Social Media

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The Healthy Start TA & Support Center is operated by the National Institute for Children's Health Quality (NICHQ). This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number 1 UF5MC327500100 titled Supporting Healthy Start Performance Project.

nichQ
National Institute for
Children's Health Quality

HEALTHY
start
TA & SUPPORT CENTER

Agenda

Housekeeping

Jenna Paritee
Healthy Start TA & Support Center (TASC)

Welcome & Introduction

Karen Chustz, MSW
TASC

Social Media 101

**Domonique Davis &
Jenna Paritee**
National Institute for Children's Health
Quality (NICHQ)

Engagement

Jessica Young & Dr. Brandon Frame
Jessica Young Films
Black Man Can

Evaluation Efforts

**Domonique Davis &
Jenna Paritee**
NICHQ

Q&A

**Domonique Davis &
Jenna Paritee**
NICHQ

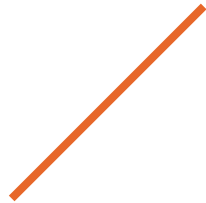
What's Next & Closing

**Domonique Davis &
Jenna Paritee**
NICHQ





This session is being recorded.



All participants are muted upon entry. We ask that you remain muted to limit background noise.



Participants are encouraged to share comments and ask questions using the chat box.



Welcome & Introduction

Karen Chustz, MSW

Senior Project Director,
TASC

*#HealthyStart: Strategies for Connecting with your Community using Social Media
Hosted by the Healthy Start TA & Support Center at NICHQ*



Social Media 101

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The Rise of Social Media

Social media continues to rise in popularity across all platforms among U.S. adults.

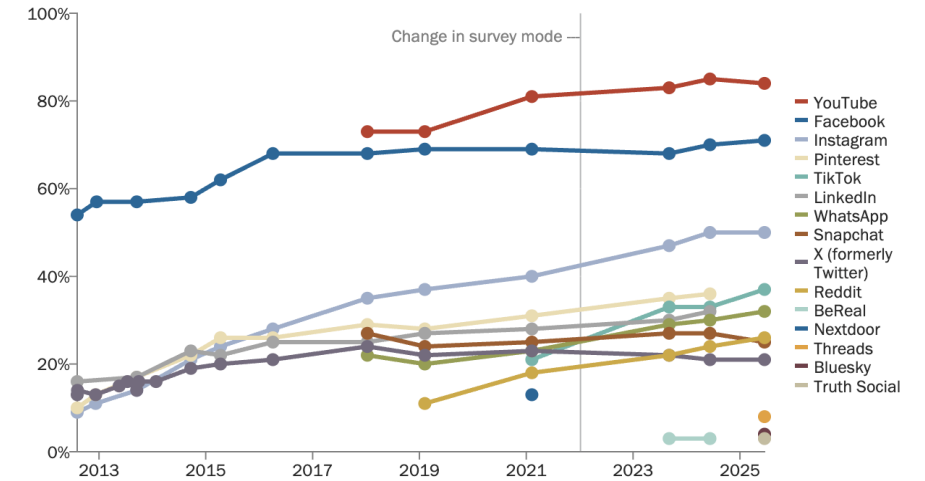
- Top 3 platforms in 2025: YouTube, Facebook, Instagram
- Most consistent: Facebook
- Largest increase in popularity: Instagram

Which social media platforms are most common?

YouTube and Facebook are the most widely used social media platforms in the United States. Half of U.S. adults say they use Instagram, and smaller shares use sites or apps such as TikTok, Reddit, Snapchat and X (formerly Twitter).

Which social media platforms are most popular

% of U.S. adults who say they ever use ...



Note: The vertical line indicates a change in mode. Polls from 2012-2021 were conducted via phone. In 2023, the poll was conducted via web and mail. In 2024 and 2025, the poll was conducted via web, mail and phone. For more on the mode shift in 2023, read our Q&A. Refer to the topline for more information on how question wording varied over the years. Pre-2018 data is not available for YouTube, Snapchat or WhatsApp; pre-2019 data is not available for Reddit; pre-2021 data is not available for TikTok; pre-2023 data is not available for BeReal. Pre-2025 data is not available for Threads, BlueSky, or Truth Social. Respondents who did not give an answer are not shown.
Source: Surveys of U.S. adults conducted 2012-2025.

PEW RESEARCH CENTER



Different Platforms

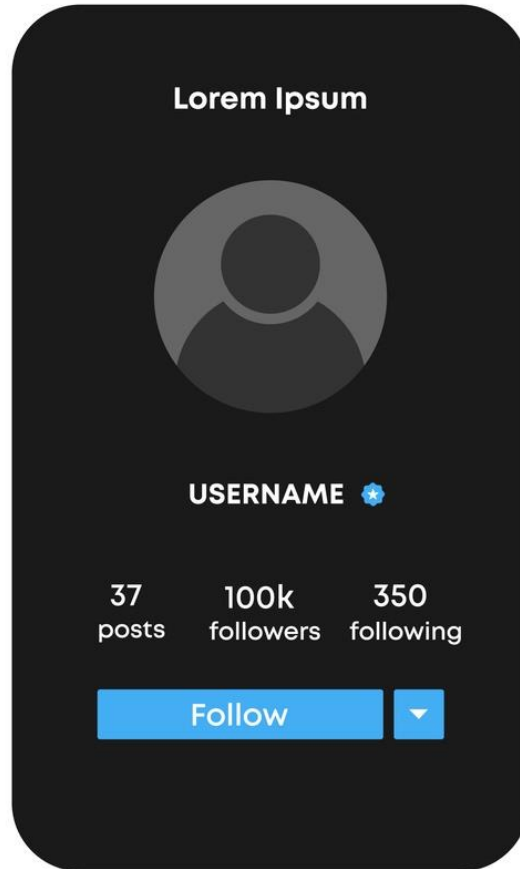
Influence unique audiences

- Community Connections
 - Facebook
 - LinkedIn
- Professional accomplishments for your organization
 - LinkedIn
- Viral video trends
 - Tik Tok
 - Instagram (Reels)
 - YouTube Shorts
- Current events or trending topics
 - X/Twitter
 - Threads

Importance of Brand Recognition

Help families find you!

- Choosing a username
 - Site-specific
 - Easy recall
- Choosing a profile picture
 - Site logo
- Cross-Branding
 - Utilize the same/similar username & profile picture across all platforms



Promoting your Social Media Profiles

Encouraging people to connect with your social media is a low-stakes call-to-action.

- Highlight profiles on your website
- Promote your profiles using email
- Share your profiles during conversation
- Place your social media handles at the end of presentations





Livestreaming

- **Cost effectiveness**
- Greater engagement
- Wider reach
- Building trust and authority
- Humanizing your brand
- Fostering advocacy
- Algorithm boosts

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Boosted Engagement

*paid/sponsored content

- **Reach key audiences through targeted posts**
- Expand your reach and attract new followers
- Promote resources, events, and key announcements
- Drive traffic to your website or landing page



Recruitment & Retention

- Promoting Events & HS Programming
 - Before your site hosts an event, post on your social media platform of choice with essential information (ex: date, time, location)
 - If you have ongoing offerings (ex: breastfeeding resources, diaper drives, nutrition classes)
- Event Recaps
 - After your event concludes, post a recap with any pictures, videos, or quotes that were captured during the event
 - Tag any speakers or collaborators

By documenting your past events, you increase the likelihood of people attending similar future offerings.



Section 2: Engagement

Jessica Young, M.ED
Dr. Brandon Frame, ED.D

The Center for Black Women's
Wellness/Jessica Young Films
TheBlackManCan



National Institute for
Children's Health Quality



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The Power of Engagement: Taking Your Social Media to the Next Level

Presenter:

Jessica M. Young, M.Ed.

CEO & Executive Producer

Jessica Young Films

Instagram & Facebook: One Ecosystem, Double the Reach

Instagram and Facebook are both owned by **Meta** — and that's great news for your organization. Because they share the same platform infrastructure, you can manage both accounts together and **cross-post content seamlessly**, saving time while doubling your visibility.

Link Your Accounts

Go to **Instagram Settings** → **Account** → **Linked Accounts** and connect your Facebook page. Once synced, you can share posts to both platforms with a single tap.

Keep Your Bio Updated

Make sure both profiles reflect your **mission statement, address, hours of operation**, and links to forms and events. Your bio is your digital front door — keep it current.



Your Bio Is Your First Impression

Before a follower ever reads your posts, they visit your profile. Make sure every field is working hard for your mission. Here's your bio checklist for both Facebook and Instagram:



Mission Statement

A clear, compelling one-liner that tells people exactly who you are and why you exist.



Address & Hours

Let your community find you in person. Keep your location and operating hours accurate and up to date.



Links to Forms & Events

Use your bio link to direct followers to registration forms, donation pages, and upcoming events.



Contact Information

Include an email or phone number so supporters can reach you directly with questions or partnership inquiries.

Know Your Audience: Content Starts Here

Before you create a single post, you need to answer one fundamental question: **Who are you talking to?** Understanding your demographic shapes every content decision you make — from the images you choose to the words you use.

Ask Yourself These Questions

- What is the average age of your audience?
- Where do they live — local community or broader?
- What are their struggles, values, and aspirations?
- Which platforms do they use most?
- What motivates them to take action?

Where to Find Your Data

Both Facebook and Instagram offer free **Insights & Analytics** dashboards that show you who is engaging with your content — age ranges, gender, location, and peak activity times. Use this data to inform your strategy, not your gut feeling.



Pro Tip: Check your Insights weekly and adjust your content to match what's resonating with your real audience.

The 4 Pillars of Engaging Content

Great content doesn't happen by accident. Every post that stops someone mid-scroll has four intentional elements working together. Master these and watch your engagement soar.



Visuals

Bold, vibrant images and videos that reflect your brand and stop the scroll. Quality visuals build credibility instantly.



Caption

Tell your story in the caption. Be authentic, be human, and lead with the most important message in the first line.



Music & Tone

Sound and atmosphere matter — especially in Reels and Stories. Choose music that matches your message and resonates with your audience.

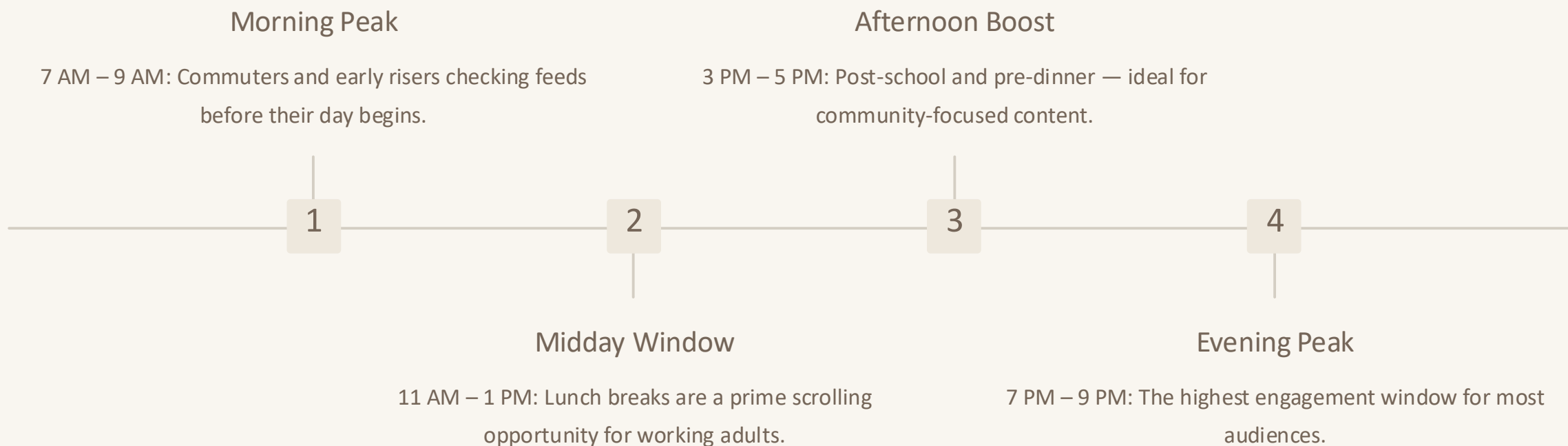



Call to Action

Every post needs a purpose. Tell your audience what to do next — register, donate, share, comment, or show up.

Strategy: Work With the Algorithm

The algorithm decides who sees your content — and when. Posting at the right time can dramatically increase organic reach without spending a single dollar on ads. Use your Instagram and Facebook Insights to identify your audience's **peak activity windows** and schedule posts accordingly.



 **Remember:** These are general benchmarks. Always cross-reference with YOUR account's specific Insights data for the best results.

Mix It Up: Content Variety Wins

Posting the same type of content every day leads to audience fatigue. A healthy content mix keeps your feed dynamic, reaches different segments of your audience, and signals to the algorithm that your account is active and diverse.

Single Posts

Quick, impactful moments. Great for announcements, quotes, and community highlights.

Carousels

Swipeable multi-image posts that boost time-on-post and allow deeper storytelling.

Videos & Reels

The highest-reach format on both platforms. Short-form video is prioritized by the algorithm.

Testimonials

Real stories from real people build trust and emotional connection with new followers.

Trends

Jumping on relevant trends with your mission lens shows your organization is alive and relatable.

All Content Is Content

One of the most liberating truths of social media: **you don't need a professional photoshoot every week.** Behind-the-scenes moments, volunteer spotlights, community events, candid photos — it all counts. The more authentic and consistent you are, the more your audience will trust and follow you.



1

Consistency is Non-Negotiable

Posting regularly — even 3x per week — keeps your audience engaged and tells the algorithm your account is active. Use a content calendar to plan ahead.

2

Interaction Boosts Reach by 30%

Did you know that responding to **comments and DMs** can lift your overall engagement by up to 30%? Every reply is a signal to the algorithm that your content is worth showing to more people.

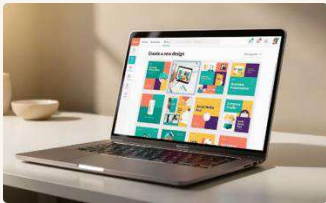
3

Document Everything

Events, meetings, meals served, families helped — document it all in real time. Your everyday mission IS your content strategy.

Tools for Content Creation

These two free (or low-cost) tools are all you need to create scroll-stopping content that looks polished and professional — right from your phone.



Canva

The go-to graphic design tool for nonprofits. Create **social media posts, flyers, carousels, presentations,** and more using drag-and-drop templates. Canva offers a **free plan** with access to premium features — apply today if you haven't already.

- Thousands of customizable templates
- Brand kit to keep your colors and fonts consistent
- Easy scheduling through Canva's built-in planner
- Royalty free images available



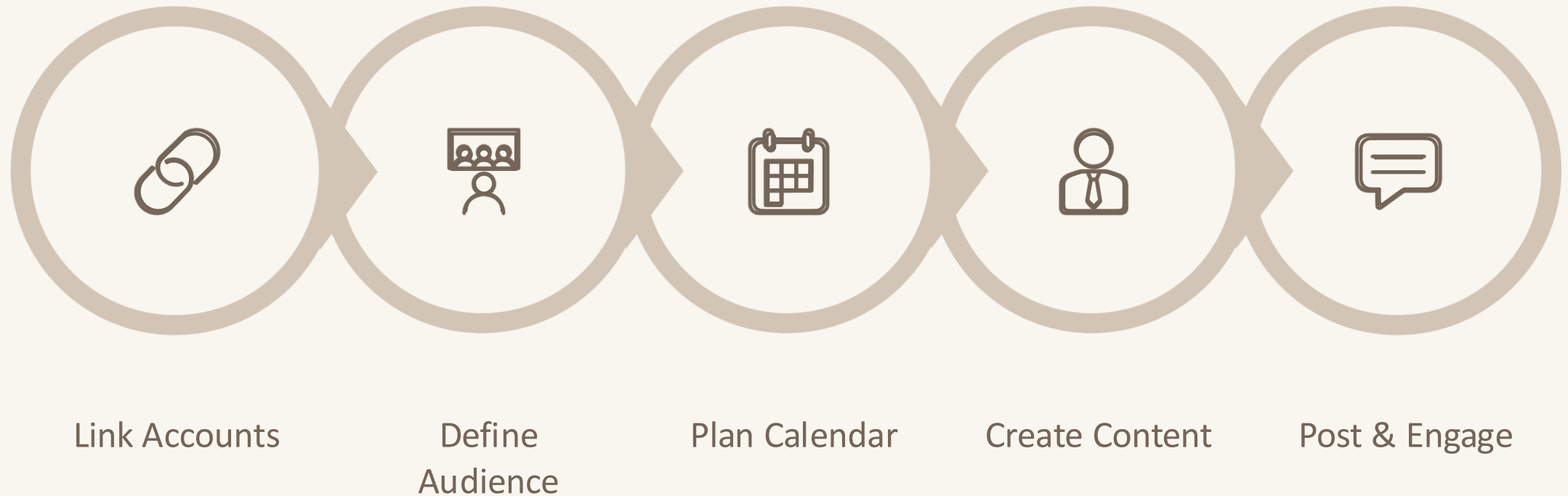
CapCut

The #1 free video editing app for creating **Reels and Stories**. CapCut offers auto-captions, trending templates, music sync, and filters — making professional-looking video accessible to everyone on your team.

- Auto-generated captions for accessibility
- Trending Reels templates built in
- Completely free with no watermark on most features

Your Social Media Action Plan

You now have everything you need to get started. Here's your step-by-step roadmap to building a consistent, impactful and engaging social media presence.



Social media success is not about going viral overnight — it's about **showing up consistently, telling your story authentically, and engaging your community with purpose.** Your mission is worth sharing. Now go amplify it.



Let's Stay Connected!

Thank you for joining this session. The work you do matters — and social media is one of the most powerful (and free!) tools available to help you reach more people, inspire more donors, and grow your community of advocates.



Follow on Instagram

Follow **@JessicaYoungFilms** on Instagram for ongoing tips, examples, and community content inspiration.



Connect on Facebook

Like and follow my **Jessica Young Films Facebook Page** to stay updated on events, resources, and announcements.

Jessica M. Young, M.Ed.

CEO & Executive Producer

Jessica Young Films

Email: jessica@jessicayoungfilms.com

TheBlackManCan.

Social Media as a Tool for Narrative Change

Dr. Brandon Frame
TheBlackManCan

Started from a Blog Now we are here..

Started as a Blog in 2010

Started first with Twitter and Facebook

Launched Instagram in 2015/2016

**May 2024 Reached 1 Million Followers
on Instagram**

**The
Black
Man
Can.**

The Mission of the Platform

Social media allowed us to do three things:

- 1. Control our narrative**
- 2. Build community**
- 3. Inspire action**



Strategy Behind the Content

- 1) Representation
- 2) Storytelling
- 3) Consistency



Content Examples

- [#blackmenmondays](#)
- [#doitthemambaway](#)
- [The Men's Den](#)
- [#blackmenwinningWednesdays](#)
- [Letters to my Wife](#)



Evaluation Efforts

Domonique Davis & Jenna Paritee
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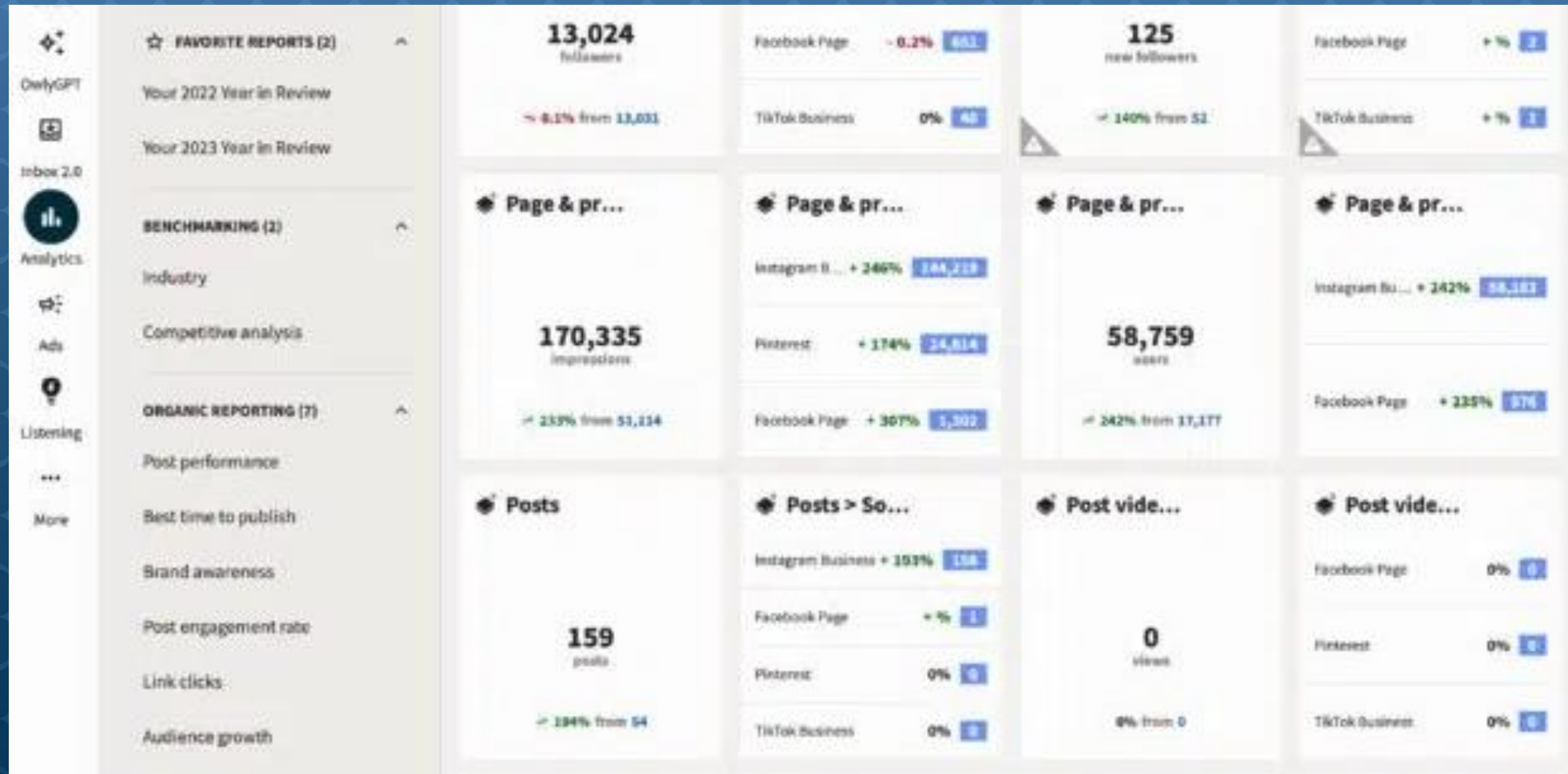
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Monitoring Your Metrics

Identify your **key performance indicators** and determine an appropriate schedule for monitoring your metrics.

Weekly • Monthly • Quarterly • Annually



Example of a Hootsuite Social Media Dashboard

Connecting to HS Program Goals & Practical Challenges

- Step 1: Evaluate the current state of your social media channels
- Step 2: Identify a programmatic goal you'd like to achieve using social media as an engagement tool
- Step 3: Select the social media KPI that best aligns with your end goal
- Step 4: Monitor your metrics and adjust your plans as needed

Content Planning Based on KPIs



Q&A

All Presenters



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What's Next



National Institute for
Children's Health Quality



TA & SUPPORT CENTER

Office Hours

We want to hear from you!

If you have additional questions, please sign up for office hours by scanning the QR code.

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Date/Time

- Friday, April 10th
Drop-in from 11:30 AM – 4:30 PM ET



Additionally, a social media toolkit will be provided in the near future.



Satisfaction Survey

Your feedback is extremely valuable and will help ensure our offerings meet your support needs!





Thank you !

Follow us on Instagram:
[@hs_tasc](https://www.instagram.com/hs_tasc)

