



# Social Media 2.0

Love Is Advocacy Institute

2017

Austin, TX

# Did You Know?

**73%** of wired American teens use social networking sites.

*~ Pew Research Center*

**72%** of 18 to 29 year olds are on social media.

*~ Pew Research Center*

**55%** of people who engage with causes via social media are inspired to get more involved.

*~ Nonprofit Hub*



# Redefining Outreach



loveisrespect, promotes healthy dating relationships among teens & young adults.

Got questions about what's healthy vs. unhealthy? Are you experiencing abuse in your relationship? Our advocates are here to help:  
Live chat @ [loveisrespect.org](https://www.loveisrespect.org)  
Text loveis to 22522  
Call 1-866-331-9474  
24/7/365 | Free + Confidential

Have a quick question about relationships? Just ask! We can't respond to everyone here, but we'll do our best!

## Abusive LGBTQ Relationships

Jun 13, 2017 • 139 notes

Everybody deserves a safe and **healthy relationship**. You may think LGBTQ couples cannot be in abusive relationships, **but that's not true.**

Lesbian, gay, bisexual, transgender and queer/questioning (LGBTQ) youth **experience dating abuse** at the same rates and in similar ways as heterosexual couples do. In fact, one in three young people — straight, gay and everyone in between — experience some form of dating abuse.



# What Grabs YOU?





# What Turns YOU Off?



# Navigating Social Media For a Brand



- Know YOUR brand
- Consider the audience
- Be creative
- Be diverse *not* divisive

# Putting It Into Action



*Scenario: A local DV organization in a rural area wants to reach more teens and young adults. They need help creating social media messaging surrounding Teen DV Month.*