



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





Abusive LGBTQ Relationships

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

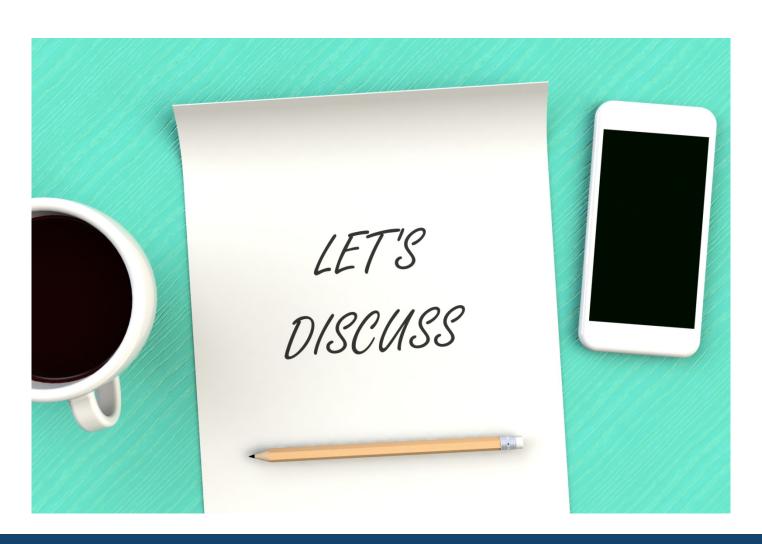
Lesbian, gay, bisewal, transgender and queer/questioning (LGBTO) youth experience dating abuse at the same rates and in similar ways as heterosexual couples do. In fact, one in three young people — straight, gay and everyone in between — experience some form of dating abuse.



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.