

# SOCIAL MEDIA AND OUTREACH STRATEGIES TIP SHEET (PART 2)



## PURPOSE

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The purpose of the 'Social Media and Outreach Strategies Guide - Part 2' is to empower State Coordinators (SCs) and Local Liaisons (LLs) with an enriched understanding of the best-suited social media and outreach platforms for conveying their program's information to their target audiences. This guide is a resource that will streamline your communication process and enhance the effectiveness of your program's outreach. This tip sheet will help you:

- Understand the communications landscape to align goals with the most suitable platform or tool; and
- Assess common questions and challenges SCs and LLs face while preparing a rationale for selecting and implementing various outreach tactics.

This tip sheet should be used in conjunction with "[Social Media and Outreach Strategies Guide – Part 1](#)," which outlines various approaches to using social media platforms and other innovative outreach strategies.

## ASSESSMENT TOOLS: UNDERSTANDING OUTREACH OPTIONS

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This section introduces two comprehensive tables – "Assessing Your Audience" and "Assessing Your Resources" – designed to streamline your approach towards initiating and sustaining a dynamic social media and innovative outreach presence. Your calculated scores from both tables will guide you in selecting the most appropriate platforms for your target audience.

- Each criterion within these tables carries a numeric value.
- The values in the "Assessing Your Audience" table are weighted according to the degree of engagement required for each consideration (e.g., complete the exercise for youth, reset your score, and then proceed with a separate audience (e.g., school staff).
- The values in the "Assessing Your Resources" table reflect the anticipated effort level, including time and budget.
- You will use the right-most column of each table to denote the available assets by entering "1" in the corresponding row (entries marked with a "\*" in the "Assessing Your Resources" table signify more than one possible answer), and the table will automatically compute your points.
- Once you have tallied your scores for both audience and resources, refer to the scoring scale to determine which platform(s) best fits your needs.

## ASSESSING YOUR AUDIENCE

Audience (X-Axis)			
Consideration	Audience Detail	Value	My Audience
Age Group	Youth - Ages 13-18	4	
	Young adult - 19-25	3	
	Adult - 26-35	2	
	Adult - Ages 36+	1	
Geographical Area	Urban setting	3	
	Suburban	2	
	Rural setting	1	
Internet accessibility	Well-connected	4	
	Adequate connection	3	
	Some, but unreliable connection	2	
	Little to no connection	1	
Type of engagement	Advocacy	4	
	Action	3	
	Conversation	2	
	Awareness	1	
Total			

## ASSESSING YOUR RESOURCES

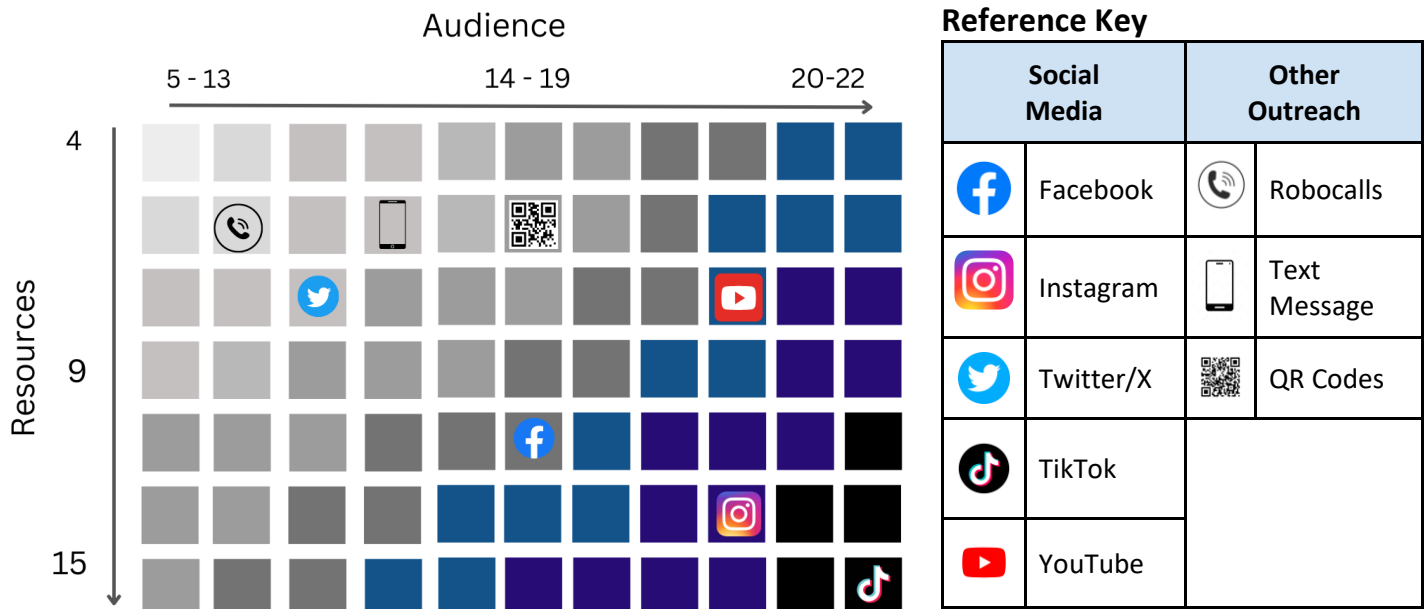
Resources (Y-Axis)			
Consideration	Resource Detail	Value	My Resources
What are your/your team's skills considering the following*	Graphic and/or video conceptualizing, creating, and editing	2	
	Creativity/writing for impact	1	
	Analysis and metrics reporting	1	
	Organization and planning	1	
	Research/fact-finding	1	
Funding (for advertising and/or creative tools)	Fully available	3	
	Negotiable	2	
	Scarce	1	
Types of posts (choose the most common media)	Video	3	
	Photo/image/graphic	2	
	Text	1	
How often are you planning to post?	At least daily	4	
	A few times a week	3	
	Once weekly	2	
	As it's needed/required	1	
Internal Considerations*	Internal policy/guidelines	1	
	Timely review process	1	
	Planning/editorial calendar	1	
	Metrics/reporting system	1	
Total			

\*Indicates more than one answer possible – enter values for all applicable resources in the category.

# SCORING

Use your score from the *Assessing Your Audience* table to identify your position on the X-axis (horizontal), and use your score from the *Assessing Your Resources* table to determine your position on the Y-axis (vertical). These scores will help inform conversations about the target social media and/or innovative outreach platforms that may be most aligned with your planned communication efforts.

*Note: The positioning of social media icons below is based on an average posting rate of 2-4 times weekly per platform. Darker colors indicate higher scores on the audience and resources axes. Accounts that post more frequently will likely see an uptick in engagement; however, this requires more effort.*



*\*All scores may not line up perfectly with an icon on the grid. In cases where your scores fall in a square far from the given platforms (such as the bottom left corner), consider the platform that is best tailored to your audience score.*

For more information on issues related to the education of children and youth experiencing homelessness, contact the National Center for Homeless Education (NCHE) at [homeless@serve.org](mailto:homeless@serve.org), call 800.308.2145, or visit [nche.ed.gov](http://nche.ed.gov).