

# Social Media in Service of Torture Survivors

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June 17, 2015

[www.CVT.org](http://www.CVT.org)



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VICTIMS of  
TORTURE



# Agenda

- Evaluating social media platforms: which is right for you?
- Content is king, so what should we post?
- Measuring your social media success
- Case study: CVT
- Getting found: it all leads to your web site



# Poll



TUMBLR



TWITTER



FACEBOOK



YOUTUBE



PINTEREST



INSTAGRAM



LINKEDIN



GOOGLE+



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# Evaluating social media platforms

- Who is your audience?
- What is your goal?
- What resources do you have?



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PINTEREST

SOCIAL SITE THAT IS ALL ABOUT DISCOVERY

LARGEST OPPORTUNITIES



USERS ARE:

17% MALE  
83% FEMALE

20 MILLION ACTIVE USERS



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 140 CHARACTERS

LARGEST PENETRATION



BUT SPREADING SLOWLY AND STEADILY

5,700 TWEETS HAPPEN EVERY SECOND

241 MILLION ACTIVE USERS



FACEBOOK

SOCIAL SHARING SITE THAT HAS 1+ BILLION USERS WORLDWIDE

LARGEST OPPORTUNITIES



COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY

USERS SHARE 1 MILLION LINKS EVERY 20 MINUTES

1+ BILLION ACTIVE USERS



INSTAGRAM

SOCIAL SHARING SITE ALL AROUND PICTURES AND NOW 15 SECOND VIDEOS

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF

# HASHTAGS

AND POSTING

PICTURES CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS NATIONAL GEOGRAPHIC

200 MILLION ACTIVE USERS



GOOGLE+

SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR BRANDS AND USERS TO BUILD CIRCLES

NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE TEND TO BE A GOOD FIT WITH A GREAT FOLLOWING

25-35 YEAR OLDS ARE THE MOST ACTIVE

540 MILLION ACTIVE USERS



LINKEDIN

BUSINESS ORIENTED SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT



79% OF USERS ARE 35 OR OLDER

300 MILLION USERS



PINTEREST



TWITTER



FACEBOOK



YOUTUBE



GOOGLE+



LINKEDIN

	PINTEREST	TWITTER	FACEBOOK	YOUTUBE	GOOGLE+	LINKEDIN
Social media site focus	Sharing interesting products/websites	Sharing news, content, stories, news media	Sharing news, content, stories, events	Sharing informative and entertaining videos	Sharing news, content, stories	Sharing company and industry news/discussions
Brand presence	Boards	(enhanced) profile page	Business pages	Brand channel & custom brand channel	G+ page	Company pages, recommendations; prof. groups
Viral brand exposure opportunities	Likes, comments, repins	Retweets, follows, #hashtags	"Likes", comments on content	Subscribe & share activity	Shares, comments, +1s, add to circle	"Likes", comments on news, group discussions, follows
Impact on website traffic	Direct links from content posted	Direct links from content posted	Direct links from content posted, apps	Direct links from content posted; influences Google search	Direct links from content posted; influences Google search	Direct links from content posted
Advertising opportunities	n/a	Promoted tweets, trends, accounts; enhanced profile	Facebook ads, premium ads, sponsored stories, promoted posts	Video ads, reach ads, display ads	n/a	LinkedIn ads

# Content is king

- Your own content:
  - Events, newsletters, photos, staff changes, client stories or quotes, stats/infographics
  - A mix of timely and evergreen materials
- Other content with your commentary:
  - News on refugees, mental health, local school programs, legislation
- Share others' content:
  - Other SoT programs, local agencies, etc.



# Content example: event

 **The Program for Torture Victims (PTV)** created an event.

June 6 at 12:48pm · 🌐



**PTVLA's Open House in Koreatown, Los Angeles on Thursday June 25 2015**  
Thursday, June 25 at 4:00pm in PDT  
The Program for Torture Victims (PTV) in Los Angeles, California  
14 people are going [Join](#)

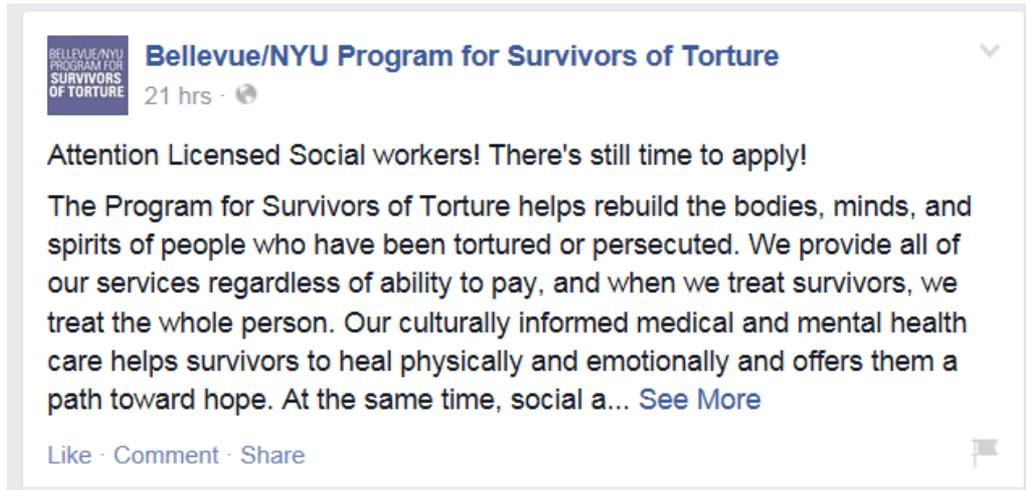
Like · Comment · Share 



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# Content example: job posting



 **Bellevue/NYU Program for Survivors of Torture** 21 hrs · 

Attention Licensed Social workers! There's still time to apply!

The Program for Survivors of Torture helps rebuild the bodies, minds, and spirits of people who have been tortured or persecuted. We provide all of our services regardless of ability to pay, and when we treat survivors, we treat the whole person. Our culturally informed medical and mental health care helps survivors to heal physically and emotionally and offers them a path toward hope. At the same time, social a... [See More](#)

[Like](#) · [Comment](#) · [Share](#) 



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# Content example: client story

 **Lutheran Immigration and Refugee Service**  
May 29 at 8:16am · 🌐

Refugee Academy alum Selena Sujoldzic shares why she decided to join this year's Academy planning committee – to "reignite the passion for the cause."

For details on this year's Academy see the press release:  
<http://prn.to/1HWCzgc>



**How the LIRS Academy Reignited My Passion to Fight for Refugee and Migrant Rights**

LIRS's 2015 LIRS Migrant and Refugee Leadership Academy is an extraordinary event which brings together migrant and refugee leaders from across the country....



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# Content example: video



 **International Rescue Committee** shared their video. ▼  
June 1 at 9:16am · 🌐

"It's my first time to feel that there are people who take care of us." Clowns Without Borders bring laughter & joy to Syrian refugee children in Jordan. Sharing again this heart-warming video for [#ChildrensDay](#).

**The time of thousand smiles...**

**...has come with the "Clowns Without Borders"  
who arrived to Jordan bringing laughter  
for Syrian refugee patients  
of the IRC/MICAD Health Program**

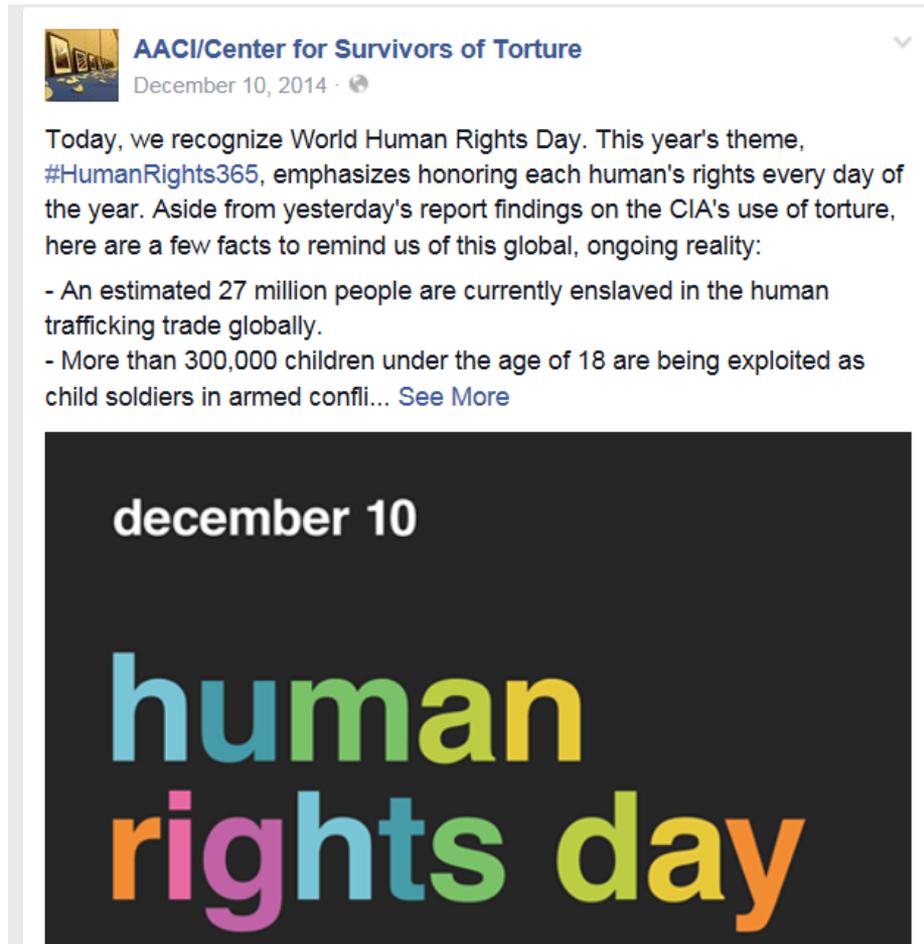
20,783 Views



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# Content example: recognition day



**AACI/Center for Survivors of Torture**  
December 10, 2014 · 🌐

Today, we recognize World Human Rights Day. This year's theme, [#HumanRights365](#), emphasizes honoring each human's rights every day of the year. Aside from yesterday's report findings on the CIA's use of torture, here are a few facts to remind us of this global, ongoing reality:

- An estimated 27 million people are currently enslaved in the human trafficking trade globally.
- More than 300,000 children under the age of 18 are being exploited as child soldiers in armed confi... [See More](#)

december 10

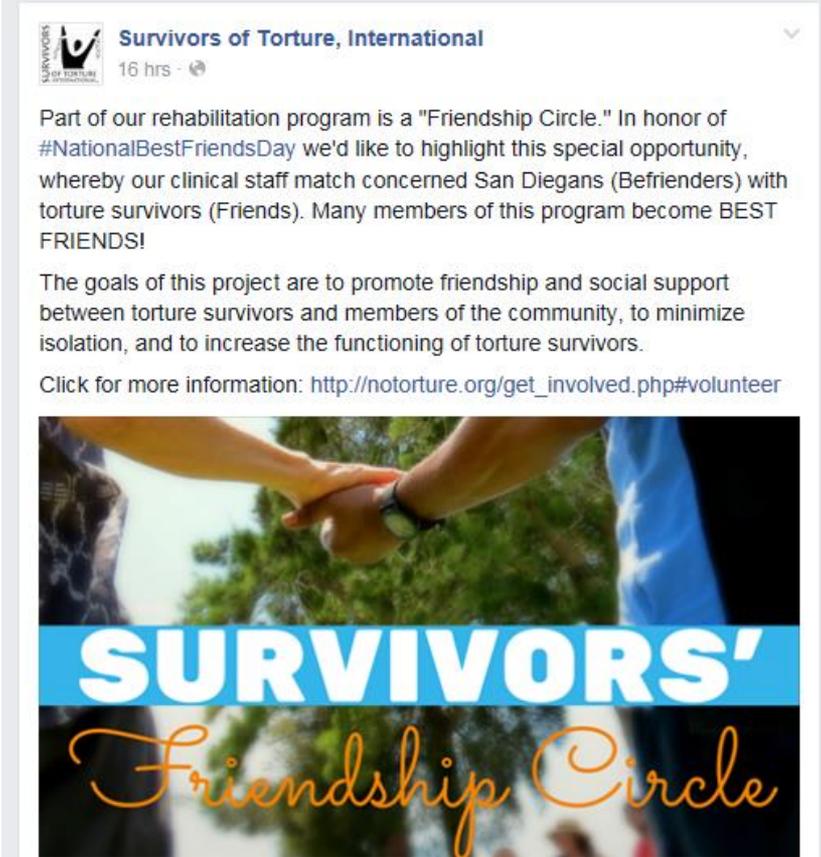
human  
rights day



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# Content example: connecting national days to your work



**Survivors of Torture, International**  
16 hrs · 🌐

Part of our rehabilitation program is a "Friendship Circle." In honor of #NationalBestFriendsDay we'd like to highlight this special opportunity, whereby our clinical staff match concerned San Diegans (Befrienders) with torture survivors (Friends). Many members of this program become BEST FRIENDS!

The goals of this project are to promote friendship and social support between torture survivors and members of the community, to minimize isolation, and to increase the functioning of torture survivors.

Click for more information: [http://notorture.org/get\\_involved.php#volunteer](http://notorture.org/get_involved.php#volunteer)

**SURVIVORS'**  
*Friendship Circle*

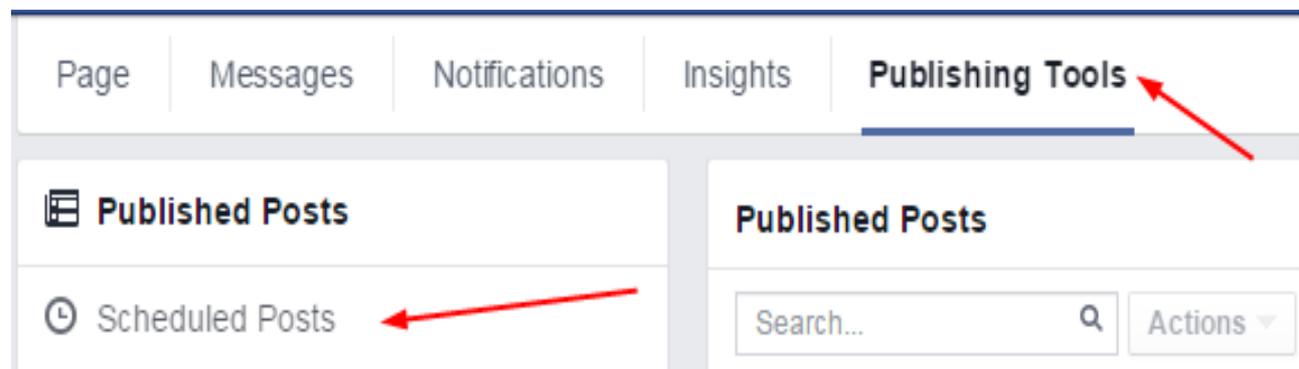


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# Scheduling

- Monthly/weekly schedule for social media activities: plan it out
  - Content calendar
  - Check in from home when possible
  - Schedule posts ahead of time



# Liking & following others

- Partner organizations
- Agencies you have a referral relationship with
- Organizations and groups who donate to you
- Engage with them  
(Public thanks encourages them to share, increases likelihood of future donation/help)

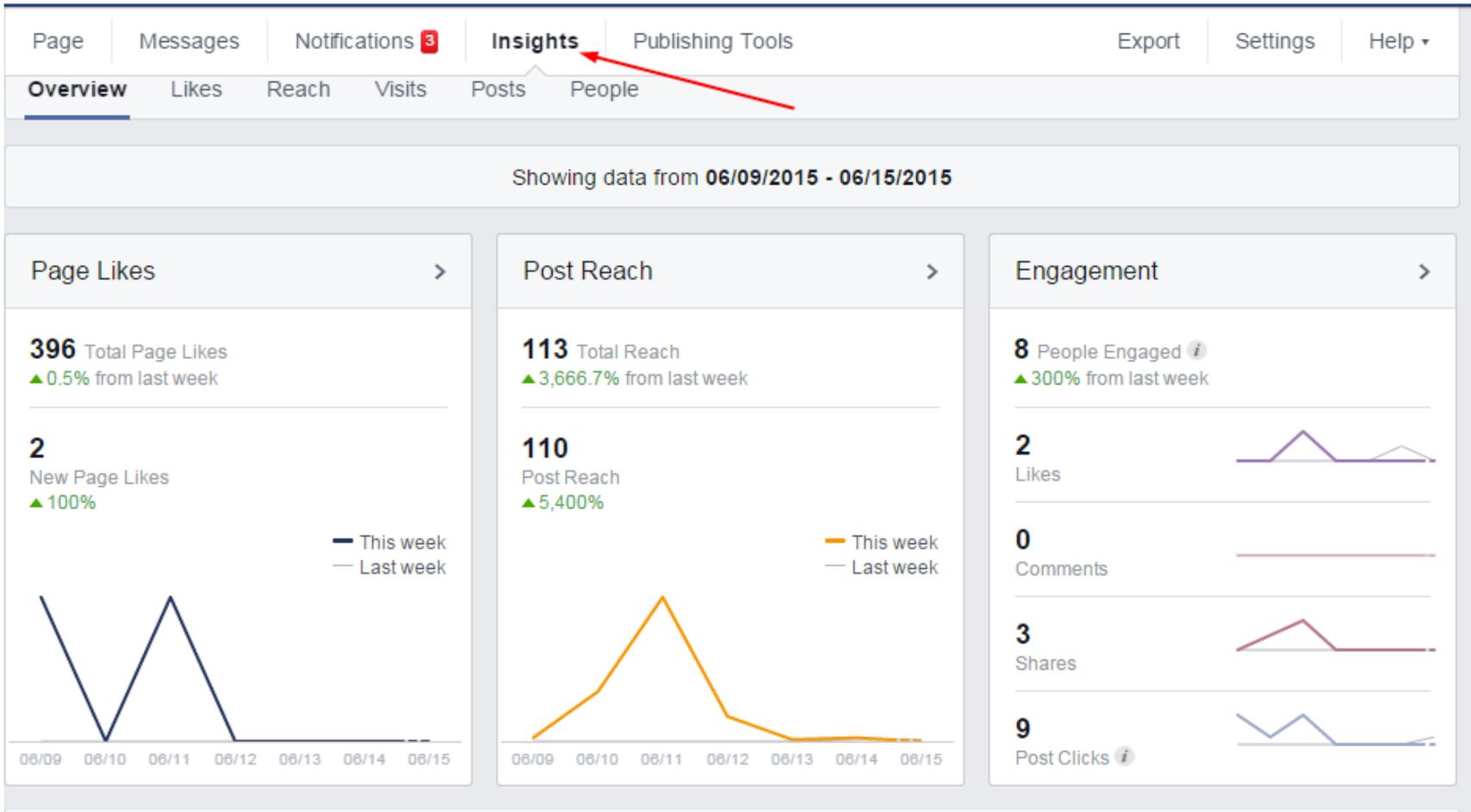


# Measuring success

- Benchmark: where are you now?
- Target a reasonable increase
- Quantify your goals



# Facebook insights



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# CVT Case Study



The image shows a screenshot of a Facebook profile page for the Center for Victims of Torture. The profile picture is a square with vertical stripes in red, orange, yellow, and black. The cover photo is a wide shot of a group of people, including a woman carrying a child on her back, walking across a dry, dusty field. The text on the page reads "Center for Victims of Torture" and "Charity Organization · Social Services". Below this, there are buttons for "Liked", "Following", and "Message". At the bottom, there are navigation tabs for "Timeline", "About", "Photos", "eNews Updates", and "More". A notification bar at the bottom left says "8,132 people like this" and there are buttons for "Post" and "Photo / Video".

**Center for Victims of Torture**  
Charity Organization · Social Services

Timeline About Photos eNews Updates More

8,132 people like this

Post Photo / Video



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# Most successful types of posts

- Photos —Staff introductions, events, volunteers
- Media mentions or significant news
- Acknowledging donations—with photos—tag donors



# Policy/Process

- Have a policy, procedure, & standard language (Request for help—standard language on how to reply)
  - At CVT, we refer most requests to our information & referral specialist
- General response text: “We’re sorry to hear about your troubles...” refer to NCTTP, IRCT or SAMHSA



# Policy/Process

- Engage with other organizations
- Tagging donors
- Administrator rights



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# CVT Insights and Tips

- Types of posts fans like:
  - Photos
  - Links
  - Videos
- When fans are online (post then)—days and times
- Consider a consultant





Page

Messages

Notifications

**Insights**

Publishing Tools

Export

Settings

Help

**Overview**

Likes

Reach

Visits

Posts

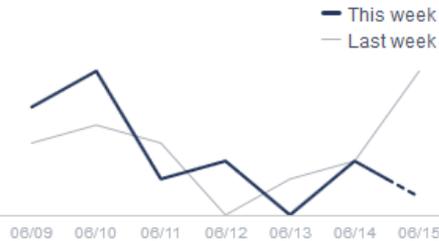
People

Showing data from 06/09/2015 - 06/15/2015

### Page Likes

**8,131** Total Page Likes  
▲ 0.3% from last week

**23** New Page Likes  
▼ 11.5%



### Post Reach

**7,144** Total Reach  
▼ 46.4% from last week

**6,883** Post Reach  
▼ 48.1%



### Engagement

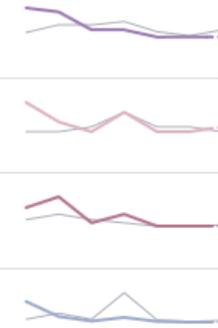
**361** People Engaged  
0% from last week

**265** Likes

**13** Comments

**58** Shares

**547** Post Clicks



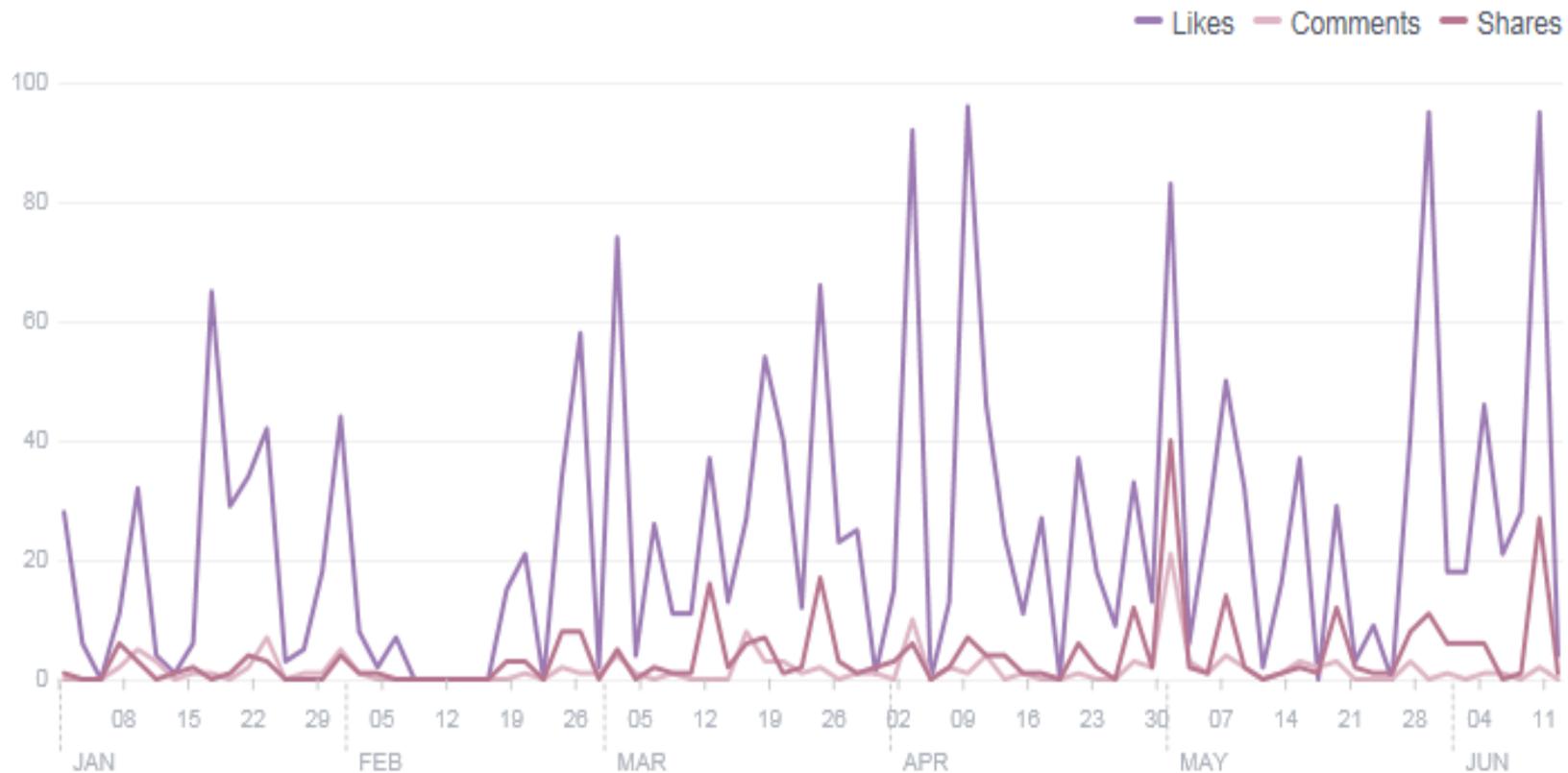
### Your 5 Most Recent Posts

Reach: Organic / Paid | Post Clicks | Likes, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
06/12/2015 9:37 am	Open position! CVT is hiring a full-time nurse to provide nursing services to international torture			526	21 23	<a href="#">Boost Post</a>
06/12/2015 8:06 am	A message of hope for the day: this beautiful poem "The Speed of Light" by Kris Bigalk. Thank you to			291	8 11	<a href="#">Boost Post</a>
06/11/2015 8:23 am	Thank you to Ben Kohler for sharing his poem "of healing hands" with CVT's "It Starts With Hope"			258	5 13	<a href="#">Boost Post</a>
06/10/2015	Take a stand on torture. Contact your Senators			100%	44	<a href="#">Boost Post</a>

## Likes, Comments, and Shares

These actions will help you reach more people.



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# Advertising

- Promote events and e-News
- Doubled fan base (4,000 to 8,000) within one year
- Affordable and very targeted



# Facebook ads & promoted posts

 **Center for Victims of Torture**  
Sponsored · 🌐 Like Page

Today is Tom Sengupta Day in Minneapolis. Tom (on the right) has filled prescriptions for countless survivors in Minnesota, going above and beyond the call of duty. We send him our warmest thanks for all he has done and our best wishes for health and healing.

<http://www.cvt.org/.../healing-and-huma.../honoring-tom-sengupta>



Like · Comment · Share · 👍 218 🗨️ 9 📄 17

 **Center for Victims of Torture**  
Sponsored · 🌐 Like Page

Read how we're rebuilding lives & restoring hope. Sign up for email updates from CVT.



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Restoring the Dignity of  
the Human Spirit

Like what you see here?

CVT.CONVID.NET Sign Up

Like · Comment · Share · 👍 47 🗨️ 2 📄 2

Suggested Page

 **Center for Victims of Torture**  
Sponsored

The Center for Victims of Torture: Restoring the Dignity of the Human Spirit



**Center for Victims of Torture**  
Charity Organization  
8,131 likes

Like Page



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# Getting found

- Search engine optimization (SEO)
- Google My Business
- Google Grants



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# Search Engine Optimization

- Content is key
  - **Keep up to date**; use important key words; be relevant & unique; be patient; photos w/alt text
- Social media helps SEO
- Be mobile-friendly
  - <https://www.google.com/webmasters/tools/mobile-friendly/>



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# Google My Business

- Local listings lay out the basics of your organization
- Huge factor for local SEO
- Can get reviews, etc. – and manage them
- To access:
  - Log into org’s google account
  - Go to public view of page
  - Click Manage Page



# Google My Business

kovler center



kovler center

kovler center **for victims of torture**

kovler center **for diabetes**

About 45,800 results (0.40 seconds)

## Marjorie Kovler Center - Heartland Alliance

[www.heartlandalliance.org/kovler/](http://www.heartlandalliance.org/kovler/)

Heartland Alliance Marjorie Kovler Center thanks you for supporting our Spring Benefit! Les Roberts. Thanks to all of you who supported our Spring Benefit ...

[Google+ page](#) · [Be the first to review](#)

1331 W Albion Ave, Chicago, IL 60626  
(773) 381-4070

### About Us

About Us. History. In 1987 a group of concerned people and ...

### Heartland Alliance Marjorie ...

The Heartland Alliance Marjorie Kovler Center is a treatment ...

### Volunteer

Volunteer. Clinical and non-clinical volunteers deliver essential ...

[More results from heartlandalliance.org »](#)

### Contact Us

Contact Us. Kovler Building. General number: 773.381.4070 ...

### Leadership Team

Leadership Team. Mary Lynn Everson, MS, LCPC. As senior ...

### FAQ

FAQ. What is Marjorie Kovler Center? Marjorie Kovler Center ...



## Marjorie Kovler Center

[Directions](#)

Rehabilitation Center

**Address:** 1331 W Albion Ave, Chicago, IL 60626

**Phone:** (773) 381-4070

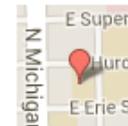
**Hours:** **Closed now** · [Hours](#)

### People also search for

[View 4+ more](#)



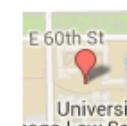
Eye Spy Optical



Kovler Organ Transplan... Center



Friend Family Health Center



Arley D. Cathey Dining Commons



Ida Noyes Hall

## Marjorie Kovler Center for the Treatment of Survivors of ...

[www.healtorture.org](http://www.healtorture.org) > [Healing Centers](#) > [Domestic](#)

The Marjorie Kovler Center for the Treatment of Survivors of Torture is a program of The Heartland Alliance in Chicago, Illinois. A volunteer network of ...

[Kovler Diabetes Center: | The University of Chicago Medicine](#)

[Are you the business owner?](#)

[Feedback](#)

# Google Grants

- Free online advertising w/Google Adwords
- Up to \$10K per month free advertising
- Target keywords
- Use to solicit donors, recruit volunteers, promote events and more!
- <http://www.google.com/grants/>



# Resources

- [google.com/grants](https://www.google.com/grants)
- [www.skolmarketing.com](http://www.skolmarketing.com)
- Big Social Media Guide for Nonprofits from Classy.org
- Lots more on the website with the archived webinar



# Questions?



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Thank you.

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