



U.S. Department of Health  
and Human Services  
Administration for Children  
and Families  
Office of Family Assistance

National  
Responsible  
Fatherhood Clearinghouse

fatherhood.gov



# National Responsible Fatherhood Clearinghouse (NRFC) Webinar September 28, 2022

## Social Media Strategies to Increase Engagement with Fathers and Communities

### Helpful Resources

#### NRFC Resources

- [Responsible Fatherhood Media Toolkit](#)
- [Simpler Solutions for Fatherhood Programs](#)
- [Getting The Word Out About Dads: From Messaging to Marketing to Social Media](#) (NRFC Webinar)
- [Using The Internet and Modern Media To Enhance Your Fatherhood Program](#) (NRFC Webinar)
- [Fatherhood Tools at Your Fingertips: The National Responsible Fatherhood Clearinghouse](#) (NRFC Webinar)
- [Connecting Dad](#) (Video)
- [Dadication Videos](#)
- [Sample Social Media Calendar](#)

#### Other Resources

##### Google

- [Welcome to Google Analytics](#)

##### Sprout Social

- [Building your Social Media Marketing Strategy for 2022](#)
- [8 Top Social Media Scheduling Tools to Save Time](#)

##### IBM

- [What is social media analytics?](#)

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