

Fanning the Fatherhood **FIRE**:

A National Fatherhood Summit
June 4-6, 2019 | Nashville, Tennessee



Family-focused  Interconnected
Resilient  Essential

T5 **Getting the Word Out About Dads: From Messaging to Marketing to Social Media**

Presenters:

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Four Attributes of Great Campaigns

**Clear &
Single-minded**

Relevant

Tangible

**Emotional
Component**



Developing a PSA Campaign

- Identify an actionable PSA proposition
- Identify a core target audience
- Do your research
- Resist the temptation to say too much
- Let the website do the heavy lifting
- Establish clear metrics for success
- Be patient

Exposure

Awareness

Engagement

Impact



Local Media & Building Media Relationships

- National campaign can work alongside local PSA efforts
- Local + national campaign = increased awareness and relevancy
- Majority of donated media is local
- Strengthens your media base and opens door for future requests
- Can extend your media exposure throughout the year



Top 6 Media Outreach Tips

1. Connect the issue and the PSA campaign to the community
2. Create an outreach plan:
 - Identify your best media prospects and targets
 - Schedule outreach
3. Prepare your “pitch” and key talking points
 - Anticipate and prepare answers to questions



Top 6 Media Outreach Tips (Con't)

4. Make an “ask”

- Leave behind a packet of information and PSA materials.

5. Keep the media in mind

- Keep the media informed
- Invite the media to your events

6. Close the loop

- Respond quickly to unanswered questions
- Acknowledge your media supporters



Social Media



Getting Started

- Create social media policies
- Define your audience (ex. NRFC- Researchers, policy makers, professionals & fathers)
- Determine frequency of posting
- Research topics
- Create social media calendar



Social Media Integration

- Choose the right social media networks
- Set measurable social media goals
- Brand your social media profile pages
- Content quality over quantity
- Monitor social media analytics



Social Media Content Strategies

- Analyze your competition's social media presence
- Establish your voice (consistent tone and messaging)
- Maximize articles, photographs, video, quote and other content
- Use metrics to improve engagement (shares, likes & comments)



Anatomy of a Post

What challenges do step-fathers face?
What advice would you give new step-fathers? @Mrdad #fatherhoodrocks



Engagement Tips

- Maximize Hashtags
- Images increase engagement
- Tag influencers
- Respond to positive and negative feedback
- Content matters





Questions and Answers

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Stay in touch with us!

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