



Welcome to the NRFC Webinar

Planning for Father's Day 2018

2:00 – 3:30 pm EDT | April 18, 2018

All audio from today's session will be broadcast through the computer. Make sure your computer volume and Adobe Connect audio () are turned **on**.



NRFC WEBINAR

Planning for Father's Day 2018: Tips and Resources from the National Responsible Fatherhood Clearinghouse



National
Responsible
Fatherhood Clearinghouse

National Responsible Fatherhood Clearinghouse



- DHHS/ACF Office of Family Assistance funded national resource to support fathers and families.
- Resources are available for dads, fatherhood programs, researchers, and policy makers.





Contact

Visit us: www.fatherhood.gov

www.fatherhood.gov/toolkit for *Responsible Fatherhood Toolkit*.

www.fatherhood.gov/webinars for archives of all our webinars.

Email: help@fatherhoodgov.info

Encourage fathers or practitioners to contact our Helpline toll-free at:
1-877-4DAD411 (877-432-3411)

Engage with us via social media:

 Facebook - /Fatherhoodgov

 Twitter - @Fatherhoodgov



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Questions for the Presenters

Planning for Fathers' Day 2018: Tips and Resources from the National Responsible Fatherhood Clearinghouse (Lobby) - Adobe Connect

Meeting Layouts Pods Audio

Chat (Everyone) Slide deck - NRFC April 2018 (V1).pptx Draw Stop Sharing

NRFC WEBINAR

Planning for Fathers Day 2018:
Tips and Resources from the National
Responsible Fatherhood Clearinghouse

Everyone

Web Links

- Fatherhood.gov
- NRFC - Twitter
- NRFC - Facebook
- NRFC - Past Webinars
- Fathers Inc.

Downloadable Resources

Name	Size

Ask a Question

Show All Questions Assign To

Upload File... Download File(s)

Please enter any questions in the Q&A box at the bottom-right of your screen.





Today's Webinar Will Provide

- Information about the Ad Council's *Responsible Fatherhood Campaign Toolkit*, which includes:
 - Public Service Announcements (PSAs), printable materials, tips to utilize campaign assets.
- Tips to help publicize local fatherhood activities, including:
 - *Fatherhood Proclamation* that can be customized for local use.
- Tips to boost program visibility via social media.
- Overview of planned enhancements to the NRFC website (www.fatherhood.gov).
- Helpful resources available for download.
- “Question and Answer” session with the presenters at the end of the webinar.



Today's Presenters

- **Kenneth Braswell** - Project Director, National Responsible Fatherhood Clearinghouse
- **Madeline Miller** - Campaign Manager; **Sarah Mann**, Assistant Campaign Manager; and **Dzu Bui**, VP, Group Campaign Director - The Ad Council
- **David Miller** - Social Media Manager, National Responsible Fatherhood Clearinghouse
- **Penny Tinsman** - Website Lead, National Responsible Fatherhood Clearinghouse



Planning for Father's Day 2018: Tips and Resources from the National Responsible Fatherhood Clearinghouse

Kenneth Braswell

**Executive Director
Fathers Incorporated**



April 18, 2018



Father's Day

- Father's Day is a celebration honoring fathers and celebrating fatherhood, paternal bonds, and the influence of fathers in society.
- On June 19, 1910, a Father's Day celebration was held at the YMCA in Spokane, Washington by Sonora Smart Dodd.
- The first presidential proclamation honoring fathers was issued in 1966, designating the third Sunday in June as Father's Day.
- In 1972, Father's Day was made a permanent national holiday.

NRFC Celebrating Fatherhood

**TAKE TIME
TO BE A DAD
TODAY**



- New Campaign each year
- Great Father's Day partners
- National reach with a local feel
- Honoring dads



NRFC Sample Proclamation

WHEREAS, YOUR ORGANIZATION continues its mission to YOUR MISSION STATEMENT; and

WHEREAS, fathers play a vital role in the growth and development of children; and

WHEREAS, YOUR ORGANIZATION is dedicated to promoting and strengthening the well-being of children through the emotional, social and financial support of involved, responsible and committed fathers; and

WHEREAS, the National Responsible Fatherhood Clearinghouse states that children learn more, perform better in school, and exhibit healthier behavior when they have responsible fathers involved in their lives, especially their education; and

WHEREAS, when fathers fail to contribute to the financial and emotional well-being of their children their absence can cause undue financial and emotional pressures on mothers; and

WHEREAS, fathers who have good parenting and relationship skills, and who are engaged in the workforce, are vital to ensuring healthy children and families; and

WHEREAS, YOUR CITY, TOWN, STATE, etc. commends YOUR ORGANIZATION for its continuing work and contributions to support responsible fatherhood efforts throughout the nation and wishes continued success in the future:

NOW, THEREFORE, I _____, _____, do hereby proclaim June 2018, to be

RESPONSIBLE FATHERHOOD MONTH

throughout the _CITY/STATE/etc.

Proclamation



ATLANTA CITY COUNCIL In Recognition of National Real Dads Read Day

Whereas, The City of Atlanta joins Fathers Incorporated, Furthering Fathering and the supporters of Real Dads Read to recognize Friday, June 9th, 2017 as "National Real Dads Read Day"; and

Whereas, Fathers Incorporated and Furthering Fathering continues their mission to promote responsible fatherhood by offering a variety of services to include educational programs, parenting training, peer support groups, life skills trainings, professional development and organizational capacity building; and

Whereas, Fathers Incorporated and Furthering Fathering is dedicated to promoting and strengthening the well-being of children through the emotional, social and financial support by involved, responsible and committed fathers; and

Whereas, Fathers Incorporated and Furthering Fathering empowers men through open dialogue, forums, conferences and campaigns, including the Annual Daddy Diaper Drive and upcoming Fatherhood Expo: Family Health and Education Fair at Greenbriar Mall; to become positive role models for children to emulate; and

Whereas, Real Dads Read (RDR) is aimed at elementary and middle school aged children (K-8) and their fathers/ male caregivers with the goals of 1) encouraging children to develop a love of reading, 2) improving children's literacy skills and educational outcomes, and 3) strengthening bonds between fathers/ caregivers and their children; and

Whereas, The City of Atlanta commends Fathers Incorporated and Furthering Fathering for its continuing service and contributions to support responsible fatherhood efforts throughout the community and wishes continued success in the future.

Now Therefore Be It Resolved that, We, the members of the Atlanta City Council and on behalf of the citizens of Atlanta hereby proclaim June 9th, 2017, to be National Real Dad Read.



Carl Mitchell
 Caesar C. Mitchell
 President, Atlanta City Council

<i>Carla Smith</i> Carla Smith Council District 1	<i>Kwanza Hall</i> Kwanza Hall Council District 2	<i>Ivory Lee Young, Jr.</i> Ivory Lee Young, Jr. Council District 3
<i>Cleta Winslow</i> Cleta Winslow Council District 4	<i>Natalyn Anshborg</i> Natalyn Anshborg Council District 5	<i>Alex War</i> Alex War Council District 6
<i>Howard Shook</i> Howard Shook Council District 7	<i>Yolanda Adams</i> Yolanda Adams Council District 8	<i>Shelicia A. Moore</i> Shelicia A. Moore Council District 9
<i>C.T. Martin</i> C.T. Martin Council District 10	<i>Kelisha Lance Bottoms</i> Kelisha Lance Bottoms Council District 11	<i>Ray M. Shepherd</i> Ray M. Shepherd Council District 12
<i>Michael J. Reed</i> Michael J. Reed Post 1 At-Large	<i>Mary Norwood</i> Mary Norwood Post 2 At-Large	<i>Alfred Dickens</i> Alfred Dickens Post 3 At-Large

BY WHOLE NUMBER 175-1167
PUBLISHED BY THE CLERK AND
GIVEN FOR THE CITY OF ATLANTA TO BE OFFICIAL



5 Father's Day Planning Tips

- Father focused - Family oriented
- Be innovatively celebratory
- Include children in planning
- Start a tradition
- Stay focused on “Fathers”



Take time to
be a dad today.



Contact Information

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Executive Director

Fathers Incorporated

National Responsible Fatherhood Clearinghouse

kenneth.braswell@gmail.com



Planning for Father's Day 2018: Tips and Resources from the National Responsible Fatherhood Clearinghouse



Madeline Miller

**Campaign Manager
Ad Council**

Sarah Mann

**Assistant Campaign Manager
Ad Council**



Responsible Fatherhood Campaign Toolkit

- Overview of the Responsible Fatherhood PSA campaign.
- Previews and instructions for how to download all active PSA assets.
 - TV, online video, billboards, digital banners, radio, and print.
- Guidance for conducting local media outreach on behalf of the campaign.
- Flyer templates that can be customized for events, activations, etc.
- Sample social copy and social graphics.



Welcome to the Responsible Fatherhood Campaign Toolkit

This toolkit is a resource to extend the reach of this important campaign: PSAs, printable materials, social media assets, and helpful tips to engage your partners and your community.

Campaign Background

Access information about the public service advertising campaign that encourages dads to play an active role in their children's lives.

[LEARN MORE](#)

PSAs

Watch and access the current campaign PSAs.

[WATCH & SHARE](#)



Campaign Toolkit



This toolkit is a resource to extend the reach of this important campaign: PSAs, printable materials, social media assets, and helpful tips to engage your partners and your community.

Campaign Background

Access information about the public service advertising campaign that encourages dads to play an active role in their children's lives.

[LEARN MORE](#)

PSAs

Watch and access the current campaign PSAs.

[WATCH & SHARE](#)

Spread the Word

Share social posts and graphics on your social channels.

[SHARE NOW](#)

Local Media Outreach

Learn how to place PSAs in your local community.

[FIND OUT HOW](#)

**RESPONSIBLE FATHERHOOD
CAMPAIGN TOOLKIT**

CAMPAIGN BACKGROUND PSAS LOCAL MEDIA OUTREACH SPREAD THE WORD

SHARE NOW

FIND OUT HOW



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Responsible Fatherhood Campaign Background

The Dad Jokes public service campaign launched on August 16, 2017 to coincide with Tell a Joke Day, and centers on the popularity and growing trend of telling "Dad" jokes. Through sharing dad jokes, the PSAs aim to communicate to fathers that the smallest moments spent with their children can make the biggest difference in their children's lives.

Use this section of the toolkit to reference background information, research, and other Responsible Fatherhood resources related to the campaign. For additional resources, please visit Fatherhood.gov

Campaign Fact Sheet

FAQs

Press Release

Responsible Fatherhood

CAMPAIGN OVERVIEW

85 percent of dads spend more time with their children today than their own fathers did with them, according to an Ad Council survey. However, a majority of dads (7 out of 10) also reported that they could use tips on how to be a better parent. To inspire and support men in their commitment to responsible fatherhood, the Ad Council has partnered with the National Responsible Fatherhood Clearinghouse (NRFC) since 2006 to reach out to fathers with a series of Public Service Advertisements (PSAs).

Campaign Objective: Encourage dads to play an active role in their children's lives. The campaign's goals are to:

- Inspire a new commitment to responsible fatherhood.
- Serve as a resource for fathers by directing them to visit Fatherhood.gov for parenting tips, fatherhood programs, and other resources.

Target Audience: All dads of all ethnicities and ages.

Dad Jokes Creative: The campaign PSAs encourage dads to recognize the critical role fathers play in their children's lives through something as simple as a dad joke. The TV spots feature kids retelling cherished jokes their dads shared with them, highlighting that even the smallest moments fathers spend with their children can make the biggest difference in their children's lives. All PSAs direct audiences to visit www.fatherhood.gov for parenting tips, fatherhood programs, and other resources.

Call To Action: Take time to be a dad today.

DID YOU KNOW?

- Children with involved, loving fathers:
 - Are significantly more likely to do well in school
 - Exhibit empathy and pro-social behavior
 - Have healthy self-esteem
- Avoid high-risk behaviors such as drug use, truancy, and criminal activity compared to children who have uninvolved fathers

#DadJokesRule

DOWNLOAD

Responsible Fatherhood Campaign
Frequently Asked Questions

What is the campaign?

According to an Ad Council 2017 survey, 86 percent of dads spend more time with their children today than their own fathers did with them. However, a majority of dads (7 out of 10) also reported that they could use tips on how to be a better parent. Furthermore, children with involved, loving fathers are significantly more likely to do well in school, have healthy self-esteem, exhibit empathy and pro-social behavior, and avoid high-risk behaviors such as drug use, truancy, and criminal activity compared to children who have uninvolved fathers.

To inspire and support men in their commitment to responsible fatherhood, the Ad Council partnered with the National Responsible Fatherhood Clearinghouse (NRFC) to reach out to fathers with a series of Public Service Advertisements (PSAs).

Who is the target audience?

The Responsible Fatherhood media campaign supports the commitment of the NRFC to inspire men to be responsible fathers. Given the objectives, the target audience since the campaign's inception has been all dads. The general media campaign was created for all dads of all ethnicities and ages.

What are the media components of the campaign?

The campaign includes the following assets, each available in multiple sizes where applicable:

- Video (1:30, 30, 15s)
- Web Banners
- Out of Home (Bus shelters and billboards)
- Radio
- Print

How do I get copies and access the public service announcements?

PSAs are available on the PSAs tab of the Responsible Fatherhood toolkit. The toolkit also contains a link to psas.fatherhood.gov, a place for all media outlets to access broadcast/print-quality materials.

- Media can register for a Free PSA Central account.
- Locate the campaign by selecting "Fatherhood" under the "Campaign" drop down menu.
- Please adhere to talent expiration dates as noted on PSA Central. Ad Council will update dates as needed over time.
- Please note that PSAs on PSA Central cannot be altered in any way, including the addition of logos or local statistics.

DOWNLOAD

Fatherhood Ad Campaign Cites Cherished "Dad Jokes" as Focus

Today, the Administration for Children and Families (ACF), along with the National Responsible Fatherhood Clearinghouse, has launched a new series of public service advertisements (PSAs) recognizing the critical role fathers play in the lives of their children.

The public service campaign created by the non-profit Ad Council coincides with Tell a Joke Day and centers on the popularity and growing trend of telling "Dad" jokes. Through sharing dad jokes, the PSAs aim to communicate to fathers that the smallest moments spent with their children can make the biggest difference in their children's lives. The ads direct fathers to Fatherhood.gov where users will find helpful tips, tools, information and jokes to help them get more involved with their kids.

An estimated 24 million children in the U.S. don't live with their biological fathers. A recent Ad Council study on Responsible Fatherhood found that more fathers surveyed said that the issue of "father involvement" was important to them personally and most have sought information about how to spend more quality time with their children.

"Although this campaign utilizes a lighthearted approach to the subject of effective fatherhood, its emphasis is one of real importance to fathers and families everywhere; that fathers play a crucial role in impacting positively the lives of their children and of their families as a whole," said Steve Wagner, ACF acting assistant secretary.

The campaign tagline "Take time to be a dad today" is part of an ongoing effort to encourage dads to play an active role in their children's lives. Ads are featured in the PSAs by retelling the cherished jokes their dads shared with them, uniquely emphasizing the simple moments that a dad and child can share. Gus Sherman, President and CEO of the Ad Council adds, "Dad jokes represent more than just a trend; these jokes are smiles, moments, and memories made with one of the most important people in a child's life. We hope this work shows dads that making an impact on their children's lives can be as simple as making them laugh."

"Jokes can be found in every dad's bag of tricks — that of all backgrounds, situations and complexities. Some are groan-worthy and some are downright corny. But that exchange of humor, which only takes a shared moment between dads and kids, creates cherished childhood memories," said in Meredith, Chief Creative Officer at Campbell Ewald, creative agency behind the Dad Jokes campaign. "This work captures all of the natural, partly witty fun about reciting jokes shared by their dads."

The Ad Council is distributing the new PSAs to media outlets nationwide this week, and they will also be made available through PSACentral.gov.

According to Kenneth Brannock, Executive Director of Fathers Incorporated and Director of the National Responsible Fatherhood Clearinghouse, "The only thing better than a well-delivered, clever dad joke from your dad is hearing it from your child. Once you become a dad, you cherish these small, fun moments. The new PSAs are a reminder that dads make memorable and meaningful contributions to their children in many different ways."

Contact: ACF Press Office
info@adn.org

DOWNLOAD





PSAs

Help us share the Responsible Fatherhood campaign and encourage dads to play an active role in their children's lives! The PSAs in this section are available for you to use free of charge but cannot be altered or changed in any way. All PSAs can be downloaded through Ad Council's PSA Central platform. Download the guide on how to access PSAs using PSA Central [here](#).



TV

PREVIEW &
ACCESS



Billboards

PREVIEW &
ACCESS



Banners

PREVIEW &
ACCESS



Radio

PREVIEW &
ACCESS



Print

PREVIEW &
ACCESS





TV

Help us share the Responsible Fatherhood campaign and encourage dads to play an active role in their children's lives! The PSAs in this section are available for you to use free of charge but cannot be altered or changed in any way. All PSAs can be downloaded through Ad Council's PSA Central platform. Download the guide on how to access PSAs using PSA Central [here](#).

TV

Billboards

Banners

Radio

Print

PSA CENTRAL

To order materials, visit PSA Central.

VISIT PSACENTRAL

Dad Jokes :60



To place this video on your site, use the embed code below:

```
<iframe width="560" height="315" src="https://www.youtube-nocookie.com/embed/cD8a49hEzQ4?rel=0" frameborder="0" allowfullscreen></iframe>
```

Dad Jokes :30



Expiration Date Chart

Please consult this chart for reference on when PSA talent agreements expire. Chart will be updated on a continuing basis.

[DOWNLOAD](#)



Local Media Outreach

The following materials are provided to help you share the Responsible Fatherhood campaign with the media and throughout your networks.

How to Access PSAs

Ad Council PSA Central
The Ad Council's Digital PSA Library

How To Get Our PSAs

PSA Central, the largest digital PSA library, currently has 14,160 Ad Council PSAs across all media types in 2017. Register to view the online preview & download access to our award-winning English and Spanish PSAs.

It's Quick & Easy!

1. Visit PSA Central at www.adcouncil.org/psa-central
2. Click on the "How to Get Our PSAs" link in the top navigation bar.
3. Click on the "How to Get Our PSAs" link in the top navigation bar.
4. Click on the "How to Get Our PSAs" link in the top navigation bar.

Having trouble? Email PSACentral@AdCouncil.org for assistance.

DOWNLOAD

How to Get PSAs Placed

Ad Council

How to Get PSAs Placed
Working with Your Local Media

The Ad Council engages leaders at national media companies to secure donated media on behalf of all Ad Council campaigns and public service advertising (PSAs). To further solidify our relationship at the local level, National Account Directors are deployed to the top 100 markets to champion campaign messages, thereby securing local donated media. This multi-layered media outreach strategy maximizes national and local support to deliver premier media placements for public service advertising (PSAs).

Gatekeepers at media outlets and stations receive many PSAs in a typical month and have indicated that they place a priority on PSAs that benefit their local community. Having the Ad Council logo propels our spots to the top of the list due to their quality and the importance of the messages we brand.

Local media outlets provide a great deal of donated time and space on behalf of Ad Council public service advertising campaigns. But since the demand for advertising is high, the media cannot donate as much time and space to public service advertising. That is why grassroots involvement in campaign outreach can have a critical impact.

As community members, you have a unique opportunity to reach out to media gatekeepers in your community, supplementing our efforts, to convince outlets that these messages are important to their audiences.

What Can You Do?
You can play a role in raising awareness about the Responsible Fatherhood Campaign not only by sharing the PSAs with your friends and colleagues through social media, but also by contacting your local media directors and encouraging them to run these PSAs. Local media directors listen to their residents and grassroots organizations, and they are more likely to run PSAs that address issues that matter most to their local communities. Help them recognize the this campaign issue affects their local community and help us get the message on the air!

MEDIA TIP:
News and talk radio stations are typically most supportive of PSAs. They may also be willing to have someone from your organization on the air for an interview, particularly if the news is topical and in the news.

DOWNLOAD

Customizable Flyer

This moment brought to you by dad.

LOCAL TEXT GOES HERE WITH UP TO 2 TO 3 LINES OF COPY

fatherhood.gov

DOWNLOAD

Customizable Flyer 2



DOWNLOAD

Here you can customize the pre-designed flyer with local information. PowerPoint file provided for customization. Print this flyer for use at events, conferences, or any other local activations.

Customizable Flyer 3



DOWNLOAD

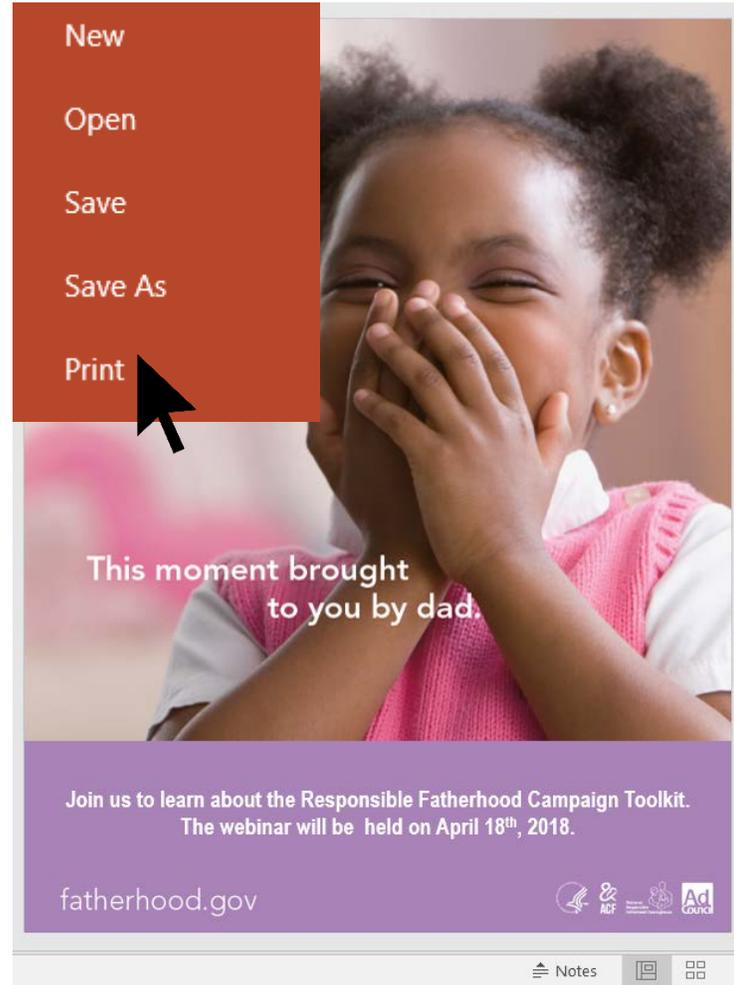
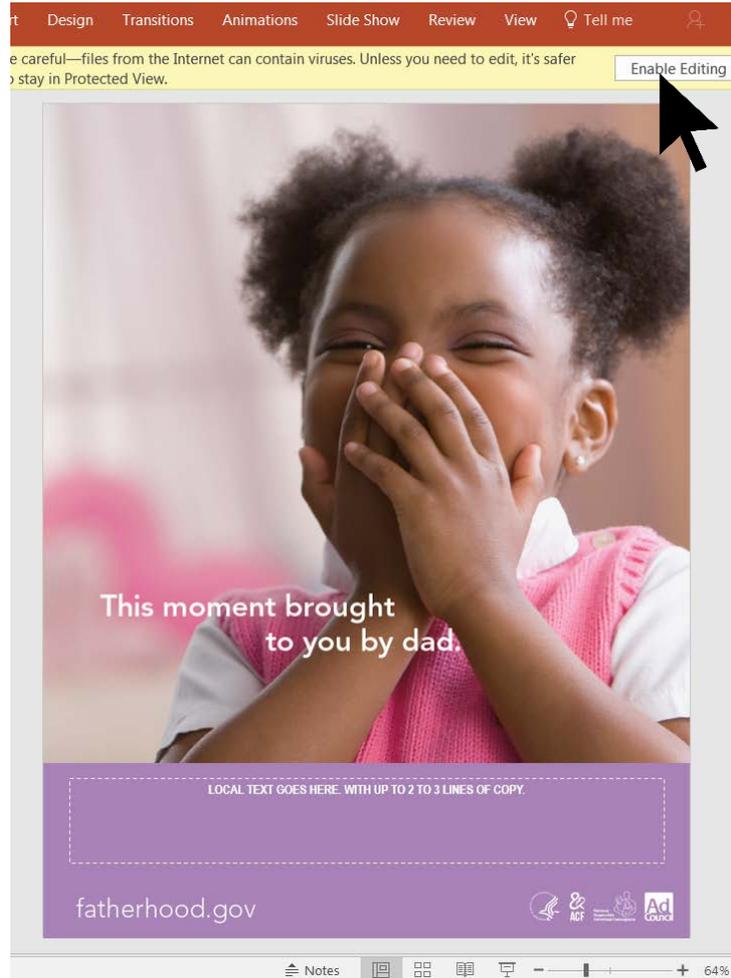
Here you can customize the pre-designed flyer with local information. PowerPoint file provided for customization. Print this flyer for use at events, conferences, or any other local activations.

Customizable Flyer



DOWNLOAD

Here you can customize the pre-designed flyer with local information. PowerPoint file provided for customization. Print this flyer for use at events, conferences, or any other local activations.



Spread the Word

Thank you for helping support the Responsible Fatherhood campaign! To spread the word about the campaign on social media, we have provided suggested copy to share the campaign on your social platforms. Please use the campaign hashtag, #DadJokesRule, whenever possible.

How to Download and Post Dad Jokes Social Media Assets

In this section of the Responsible Fatherhood toolkit, you'll find Dad Jokes social media assets that can be uploaded to Facebook and/or Twitter. Here are step by step instructions for how to upload these assets to your social channels:

For uploading social graphics to Facebook and Twitter:

- Click on the "Download" button of the social asset you are interested in using
- The social asset will populate in a new browser tab; right click on the image and select "save image as"
- Once you have the asset saved, you can upload it to Facebook/Twitter
- Once the image populates, select from the below suggested social copy to accompany the image

In addition to posting social graphics to Facebook and Twitter, you can also post YouTube videos of the Dad Jokes PSAs. The YouTube links for all the Dad Jokes TV PSAs can be found in the PSAs section of the toolkit. Here are step by step instructions for how to upload these video assets to your social channels:

For uploading YouTube Videos to Facebook and Twitter:

- Copy and paste the embed code that is listed below each of the videos
- Upload the embed code to Facebook/Twitter
- Once the video populates, select from the below suggested social copy to accompany the image

Suggested Social Copy

- "How does a tissue dance? You put a little boogie on it." #DadJokesRule
- What's your favorite joke to make your kids laugh? #DadJokesRule
- Take a moment to make your kid laugh today. That memory matters more than you think. #DadJokesRule
- Dad jokes are just one way to connect with your kids. Visit Fatherhood.gov to learn more. #DadJokesRule
- Being a superhero for your kids is easier than you think. All it takes is a little time, and maybe a silly dad joke. #DadJokesRule
- Being a good dad can be as simple as telling a joke. Take the time to be a dad today. #DadJokesRule

Suggested Social Copy

This document contains instructions for how to upload the campaign's social graphics below, and includes suggested copy to pair with the graphics.

DOWNLOAD



Social Graphics for Facebook and Instagram

Girl in Pink (1080x1080)



Download

Boy Smile (1080x1080)



Download

Girl Laughing (1080x1080)



Download

Social Graphics for Twitter

Girl in Pink (800x450)



Boy Smile (800x450)



Girl Laughing (800x450)



Madeline Miller

Make Post | Photo/Video | Live Video | Life Event

What's on your mind?

Photo/Video | Feeling/Activity | ...

Friends | Post



#DadJokesRule

fatherhood.gov 

Like | Comment

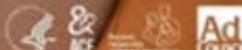
Madeline Miller

Just now · 🔒

"How does a tissue dance? You put a little boogie on it." #DadJokesRule



#DadJokesRule

fatherhood.gov 

Like | Comment



Contact Information

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Planning for Father's Day 2018: Tips and Resources from the National Responsible Fatherhood Clearinghouse

David Miller, M.Ed.

Social Media Manager

National Responsible Fatherhood Clearinghouse



April 18, 2018





Social Media Reach

0.97

Billion

Worldwide social media users in 2010*



2.46

Billion

Worldwide social media users in 2017*



3.02

Billion

Estimate number of worldwide social media users in 2021*

- Over the last decade, social media has become a major tool for marketing and storytelling.
 - Social media platforms allow creative ways to tell stories, promote events and discuss critical social justice issues.

* Source: Statista, *Number of social network users worldwide from 2010 to 2021 (in billions)*. Available at www.statista.com/statistics/278414/number-of-worldwide-social-network-users/



Social Media Best Practices

Set measurable social media goals

- Define the stories you want to promote with your social media platforms.

Choose the right social media networks

- Facebook, Twitter, Instagram, LinkedIn or Pinterest
 - Social media activity can be time-consuming. Select your platforms wisely and try not to get overwhelmed.

Content quality over quantity

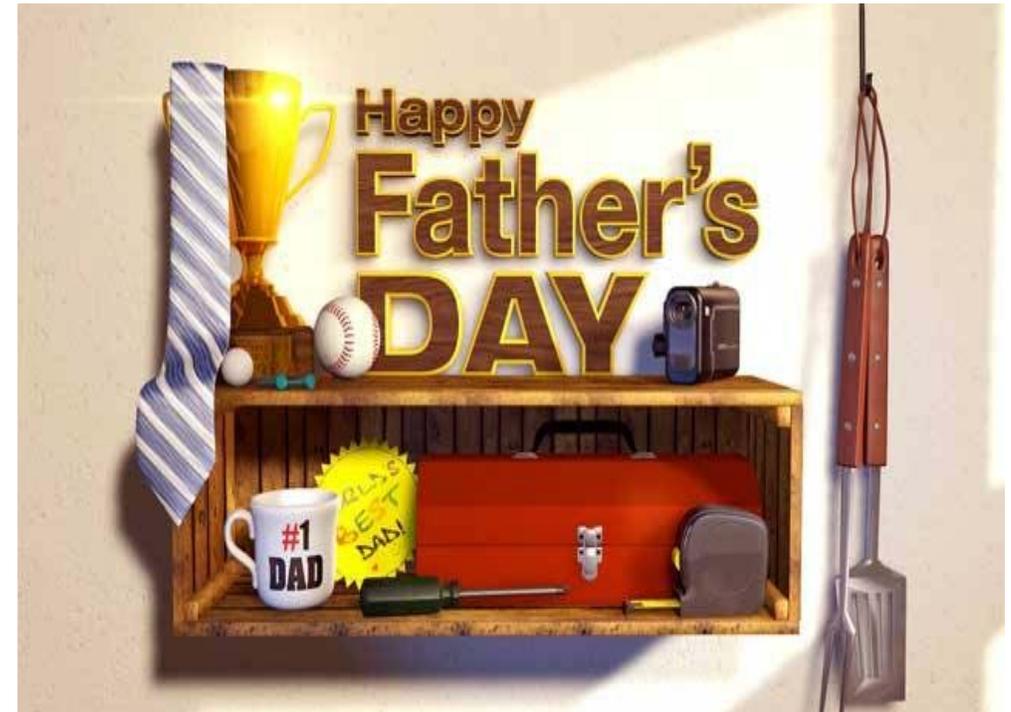
- Create monthly social media calendar to help organize posting and schedule times/dates for posting content.

Monitor social media analytics

- Review social media analytics on a weekly basis; it helps structure social media activities to achieve goals and objectives.



Design Customized Flyers to Promote Events





Design Customized Flyers to Promote Events



DADS AT A DISADVANTAGE
 A LISTENING SESSION ON THE IMPACT OF THE
 OPIOID & MENTAL HEALTH CRISES ON FATHERS

Wednesday April 11, 2018 | Museum of Science & History
 5:30-7:30 p.m. | 1025 Museum Circle, Jax FL

DADSATADISADVANTAGE.EVENTBRITE.COM

http://nehealthystart.org
 @nehealthystart
 @FatherhoodPRIDE



Funding for FatherhoodPRIDE was provided by the United States Department of Health and Human Services, Administration for Children and Families, Grant #90RC0067. These services are available to all eligible persons, regardless of race, gender, age, disability, or religion.

Because they come from dad.

fatherhood.gov
 #DadJokesRule



Best Practices

Facebook

Be Engaging

- Posting blanket statements and opinions won't always get a response.
- Asking questions encourages followers to join in a discussion.
- “Fill-in-the-blanks” are a great tool to increase active engagement.

Have a Posting Strategy

- Create a weekly schedule.
- Experiment to determine what content gets the best reaction from potential customers and fans.



Best Practices

Twitter

Responsiveness to your audience

- Twitter moves at a rapid pace. It's important to respond to your community as quickly as possible.

Use Hashtags (#)

- This can connect you to a wider audience. People follow conversations using various hashtags, but won't necessarily be following you.

Retweets (RT)

- RT's are a great way to boost your community members' content, and a great way to pick up more followers.

Shortening links

- *Bit.ly*, *Buffer*, and *Hootsuite* are all good tools to shorten links and better integrate them into a posting.



Best Practices

Instagram

Use photos and videos to tell your organization's story

- Instagram is a great way to promote your mission, highlight events, and share narratives about your work.
- Instagram has over 400 million users who are interested in creative content using videos and photos.

Stay connected to Instagram trends

- 60-second videos, ads, and Instagram (IG) stories.
- Switch between multiple Instagram accounts.

Use Hashtags

- Increases visibility of your posts.
- Connects people to your posts based on subject matters.
 - For example: #daddy or #youngfathers



Contact Information

David Miller

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Planning for Father's Day 2018: Tips and Resources from the National Responsible Fatherhood Clearinghouse



Penny Dorsey Tinsman

Website Lead

National Responsible Fatherhood Clearinghouse

April 18, 2018



Fatherhood.gov

Home Page Refresh

NRFC website goals are to efficiently and effectively provide:

- Resources for practitioners working with fathers.
- Tips and advice for fathers on ways to connect with their children.
- Resources that help fathers understand and address challenges related to parenting.
- Access to research and publications related to responsible fatherhood.



Fatherhood.gov

Home Page Refresh

The refresh is intended to:

- Increase the visibility of fatherhood — and the Clearinghouse — nationwide.
- Ensure the design of Fatherhood.gov is visually recognizable:
 - Capture the attention of NRFC's primary audiences.
 - Hold visitors' interest as they navigate through the site.
- Serve the information needs of fathers and practitioners.
 - Improve site navigation, content organization, and resource identification.



Fatherhood.gov

Primary Audiences

Needs and priorities for fathers

- Looking for ways to spend time with and/or improve their relationships with their children.
- Addressing personal family situations.
- Taking action to improve their situation in some way
 - For example, increase involvement with children, address employment or relationship challenges.
- Coping with low-income/low-resource issues.
- Accessing information quickly and easily.



Fatherhood.gov

Primary Audiences

Needs and priorities for practitioners

- Identifying resources to support structured programs directly engaging fathers, such as peer-support groups, responsible fatherhood programs, and/or school-based male engagement initiatives.
- Looking for resources to improve or strengthen their programs
 - For example, recruitment tips, program start-up, working with partner agencies, and understanding specific populations.
- Looking for ideas and resources to share with fathers.
- Accessing information quickly and easily.



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Stay tuned...



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Q & A



Please enter any questions in the Q&A box at the bottom-right of your screen.



Contact Us

- NRFC: Help@FatherhoodGov.Info
 - Comments, questions, suggestions for future webinar topics, information or resources that you recommend.
- Today's presenters:
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Thank you for attending the NRFC Webinar

Planning for Father's Day 2018:

Tips and Resources from the
National Responsible Fatherhood Clearinghouse

April 18, 2018

All materials and the recording from today's broadcast will be available at: www.fatherhood.gov/webinars in the coming weeks.



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