Community Education Webinar

Grow Your Own
CPS Social Media Presence

March 29, 2022

cpsboard.org
Reminders

- Please do not participate in this webinar if you are operating a motor vehicle.
- The webinar recording will be posted to cpsboard.org/recertification.
Useful tools, tips and tricks you can use today!

Please use the Q&A button for the questions we will address at the end of the presentation.
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Webinar: Grow Your Own Social Media
www.cpsboard.org/social
Text Might Read Like This ...

- Twinkies? A CPS Instructor used this teaching aid to show the benefits of boosters and a proper seat belt fit.

- “The weight times force on a child’s tummy is like squeezing a Twinkie – the outer cake might stay whole, but the insides will never be the same again if the belt is positioned improperly.”

- What’s the rush? If a booster seat is appropriate (age and size), then it’s the safest place for your child to be!

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Where do you begin?

The basics.

• What are you trying to accomplish on social media?
• Identify your audience
• Use research and data to determine the channel that will work best for you to reach your audience
• How are you going to create content?
General Steps

- Set a goal
- Research your audience
- Establish important metrics
- Create content
- Post content
- Assess
- Improve
- Repeat

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This plan worked for us.
How the National CPS Board grew its social media platforms.
Are you flying solo?

- Or can you build a team?
- Recruit Technicians and Instructors to contribute content? Others?
- Establish a schedule to submit content, including photos and graphics

Crowdsourcing

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Who is your audience?

Where do you start?

What social media sites do you use? How do you choose?

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What makes a great post?

- Image
- Call to action
- Active voice
- Familiar language
- Chunks or bullets
- Headlines

**Active Voice.**  Subject + Verb + Object.  The Caregiver installed the car seat.

**Passive Voice.**  Object + Verb + Subject.  The car seat was installed by the Caregiver.

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Where do you start?

Start small. One post. One message. (TG 7-4)

cpsboard.org/car-seat-safety
CDC - Clear Communications Index

- Did you identify your intended audience?
- Did you conduct audience research?
- Did you identify your behavioral objectives and key messages?
- Did you determine how your material will be formatted and distributed so that it reaches your audience?
- Did you build in time and resources to pretest the material with your intended audience and revise based on feedback?

Everyday words for public communication.
The CDC provide a few examples of the materials they tested with descriptions of what they changed.
www.cdc.gov/ccindex
Where do I get ideas

• Technician Guide (TG 2-3)
• Glossary in the TG
• Frequently asked questions
• Messages to share
• Repeats, remake the post!
• Seasonal or time-sensitive
• Call to action

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Where do I get ideas?
Collaborate! Repost and share from reputable sources!

CPSBoard.org
cpsboard.org/social

TrafficSafetyMarketing.gov
traffic safetymarketing.gov/get-materials/child-safety/child-car-safety
Images
Take your own!
Use your training supplies.
NHTSA Image Gallery
Traffic Safety Marketing
Crowdsourcing
Stock images (free or paid)
Pixabay (images)
Social Media Tips: Top 10

1. Less is more ... use whitespace
2. Know your audience (demographics/habits)
3. Scheduling/timing of posts
4. Select and use best-practice photos
5. Share content from partners to amplify messages and create engagement
6. Be sure to make use of attention-grabbers
7. Use research and data to support messages
8. Play nice (don’t feed the trolls)
9. Secure your accounts; don’t get hacked
10. Your goal is to save lives, prevent injuries – not go viral

Try These Free Resources

1. Canva.com and other free software programs are available to create graphics
2. National Child Passenger Safety Board social media library: cpsboard.org/social
3. NHTSA image library: nhtsaimages.zenfolio.com/f119551032
4. Open source images
5. trafficsafetymarketing.gov
6. All social media platforms
7. Sprout Social/Hootsuite (analytics)
You can do it!

Hint: Canva has tutorials!
One idea, five posts.

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https://www.cpsboard.org/resource-center/#social-media
Essential reminders:

- Tip sheet (cpsboard.org/social)
- Teamwork
- Readable
- Less words
- High contrast
- Scroll stopping graphic/image

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Two important reminders:

Use hashtags to drop your content in a larger social conversation around the same subject. Example: #carseat #safety

Use Tags in Facebook to drop your content directly into other feeds. Example: @National Safety Council @NHTSA
Where and when do I post it?

Which social media sites do you use?
How do you choose?

This takes us back to the beginning of our conversation ... where do your followers live on social: Facebook, Twitter, Instagram, Tik Tok, YouTube?
How did my post do? Use analytics to make informed decisions as you move forward.

Page Fan Demographics
Review your audience demographics as of the last day of the reporting period.

<table>
<thead>
<tr>
<th>Audience by Age</th>
<th>13-17</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
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<tbody>
<tr>
<td>Audience by Gender</td>
<td>Men</td>
<td>13%</td>
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<tr>
<td></td>
<td>Women</td>
<td>85%</td>
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<td></td>
<td>Nonbinary/Unspecified</td>
<td>2%</td>
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Women between the ages of 35-44 have a higher potential to see your content and visit your Page.

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Heatstroke Prevention

- Look before you lock ... never leave a child alone in a vehicle; if you see a child alone, call 911
- Create reminders: leave your phone or purse in the back seat
- Kids have died in hot vehicles in all but three states (Alaska, New Hampshire and Vermont) ... it can happen at any time, anywhere

Never Leave a Child Alone in a Vehicle

The temperature inside a car can rise about 20 degrees in 10 minutes
Questions?
NCPSB Webinar Series

CEU Webinar
CSI: Car Seat Investigation
Episode: An afternoon with safety defects investigators
Tues., April 19 - 2 pm ET
cpsboard.org/webinars

CEU Webinar
The Web We Weave
Shorter, Longer? Higher? Lower?
Tues., May 24 - 2 pm ET
cpsboard.org/webinars
Thank you!

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