

March 2023 PLC:

Measuring and Reporting on Social Media and Public Awareness Engagement

March 8, 2023



How to Participate in Today's Webinar

Participant audio will be muted. Participants will be encouraged to unmute their lines to participate in discussion throughout the session.

We will also be monitoring questions through the Chat box and answering them at designated times during the discussion.

This session is being recorded and will be available for viewing once it has been archived. We will notify everyone by e-mail when it is available.





PREVENTION



Process, Measures, and Evaluation

Posts across networks

4.1K posts

1.9K from 2.1K

Post impressions across networks

1.3M impressions

387K from 885K

Post reach across networks

888K users

427K from 460K

Average post engagement rate

8.6% engagement rate

0.25 from 8.36%

Page fans > Country



1 10 109 1.1K 12K

Post reach > Post type

Photo 245K 508K

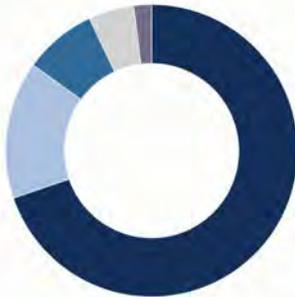
Video 11K 136K

Link 69K 77K

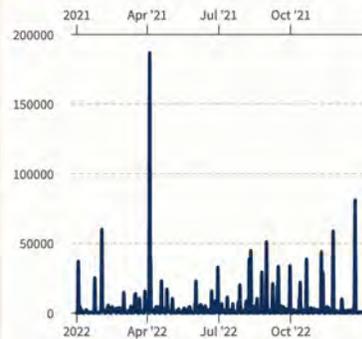
Album 57K 75K

Post likes > Post type

Photo Album Video Link Other



Post impressions trend

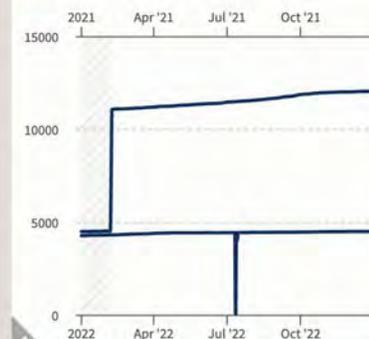


Post engagement rate

7.81% engagement rate

2.91 from 4.9%

Followers trend



New fans

984 new fans

645 from 339

Fans & Followers across networks

16K fans & followers

8.9K from 6.9K

New fans & followers across networks

1.5K fans & followers

506 from 966

Page & profile impressions across networks

2M impressions

974K from 1M

Page & profile reach across networks

1.5M users

782K from 761K



attend an
EVENT

You are Prevention: The Role of Relationships (4/14, 6-7:30 pm)
Facilitated by *Michelle Holt-Shannon*, Director, NH Listens at the Casey School of Public Policy, featuring *Michelle Kolas*, Family Services Manager, Community Action Partnership of Stafford County
Join us for an engaging discussion about the power of relationships in building community. Facilitator NH Listens, we'll listen to members of successful community engagement programs discuss how they have impacted both their communities and the lives of families. This will be a 60-minute program
REGISTER

We are Prevention: Engaging Community at All Levels (4/21, 12-1:15)
Facilitated by *Scott Spradling*, President, The Spreading Group, featuring *Brian Baskin, MD*, Pediatrician, C. Executive Director, The Upper Room, *Janet Martin*, Executive Director & Co-Facilitator, Midwest Trauma and Consultant, Trauma Responsive Practices/System
Join us for this engaging conversation anchored in building systems across sectors that strength nurturing environments for children. Together, the panel will share their stories, what is working in communities across the state. This will be a 60-minute panel discussion with 30 minutes of Q&A
REGISTER

Be Prevention: Advocating for a Stronger NH (4/26, 12-1:30 pm)
Presented by *New Futures*, Children's Behavioral Health Policy Coordinator & *Rebecca Wood*
Have you ever wondered how to make your voice heard when it matters? New Futures is the lead advocates, educators, and collaborators to improve the health and wellness of all Granite State residents. Learn how your stories matter and their impact on legislative decisions. This is a 60-minute program
REGISTER



we are
PREVENTION



i am
PREVENTION



NEW HAMPSHIRE CHILDREN'S TRUST
2022 RESOURCE GUIDE

What do strong families look like?



What is primary prevention?



I am prevention

< All Episodes



MICHELLE HOLT-SHANNON
Director & Co-Founder
NH Listens



MICHELLE KOUAS
Family Services Manager
CMP of Doughty County



KIRSTEN DURZY
Project Lead
Our Story NH



SCOTT SPINDLER
President
The Sandhill Group



HANNAH HALL, MD
Assistant
Chief Medical Officer



BRECKIN MCCOMBS
Executive Director
The Upper Room



SARAH NICHOLS, PH.D. RUC
Senior & Executive
Training Registrar
PracticeSpace



EMMA SEVIGNY
Children's Behavioral Health Policy Coordinator
New Futures



REBECCA WOIAKOWSKI, ESQ.
Kids Court Policy Director
New Futures

with
Melissa T. Merrick, Ph.D.
President and CEO of Former
Child Abuse Alliance

NH FN New Hampshire Family NOW
A PODCAST OF NH CHILDREN'S TRUST

New Hampshire Family NOW

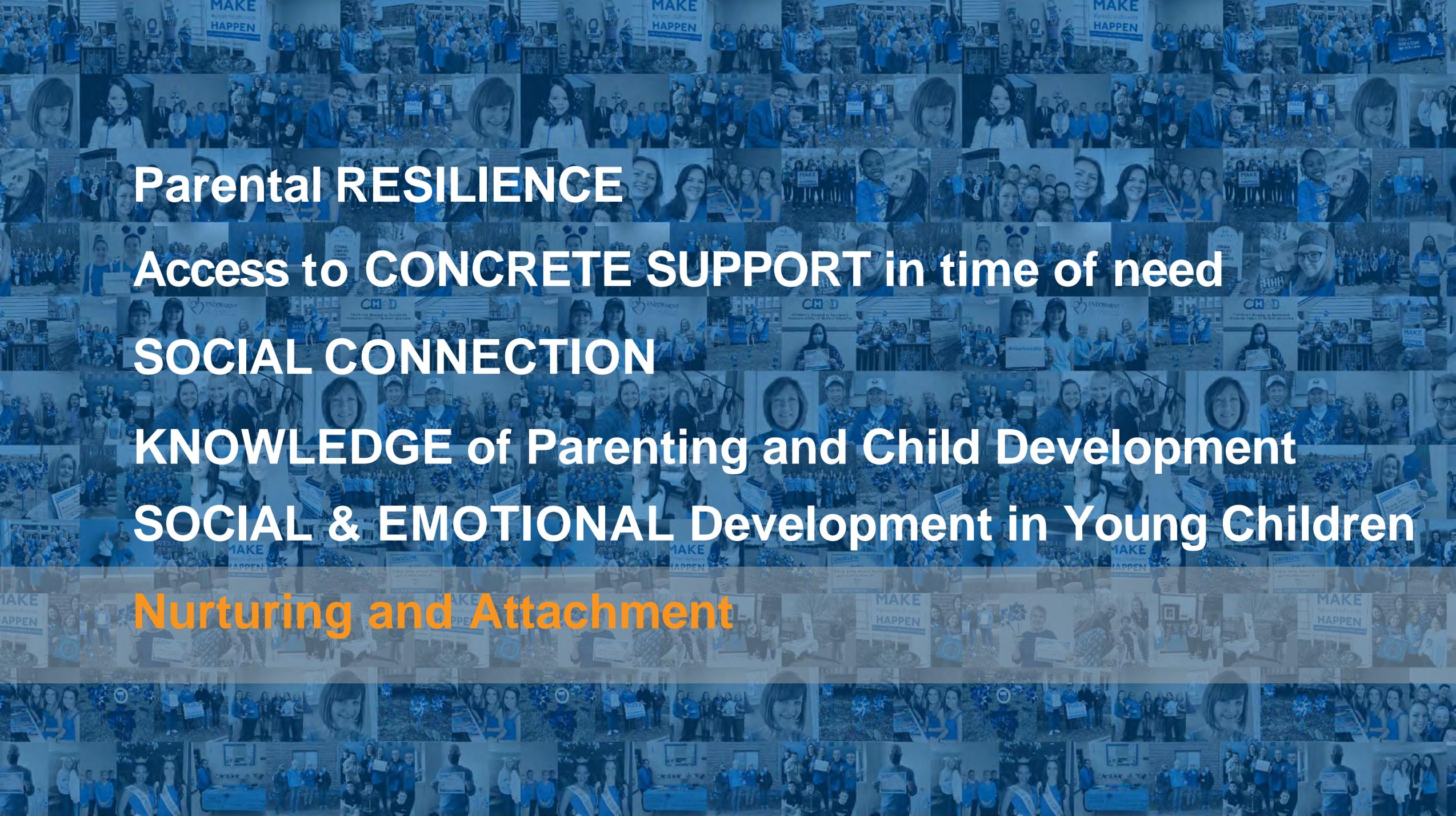
S1 E18—A Space for Joy



00:00

36:21





Parental RESILIENCE

Access to CONCRETE SUPPORT in time of need

SOCIAL CONNECTION

KNOWLEDGE of Parenting and Child Development

SOCIAL & EMOTIONAL Development in Young Children

Nurturing and Attachment



i am
PREVENTION
you are
PREVENTION



we are
PREVENTION



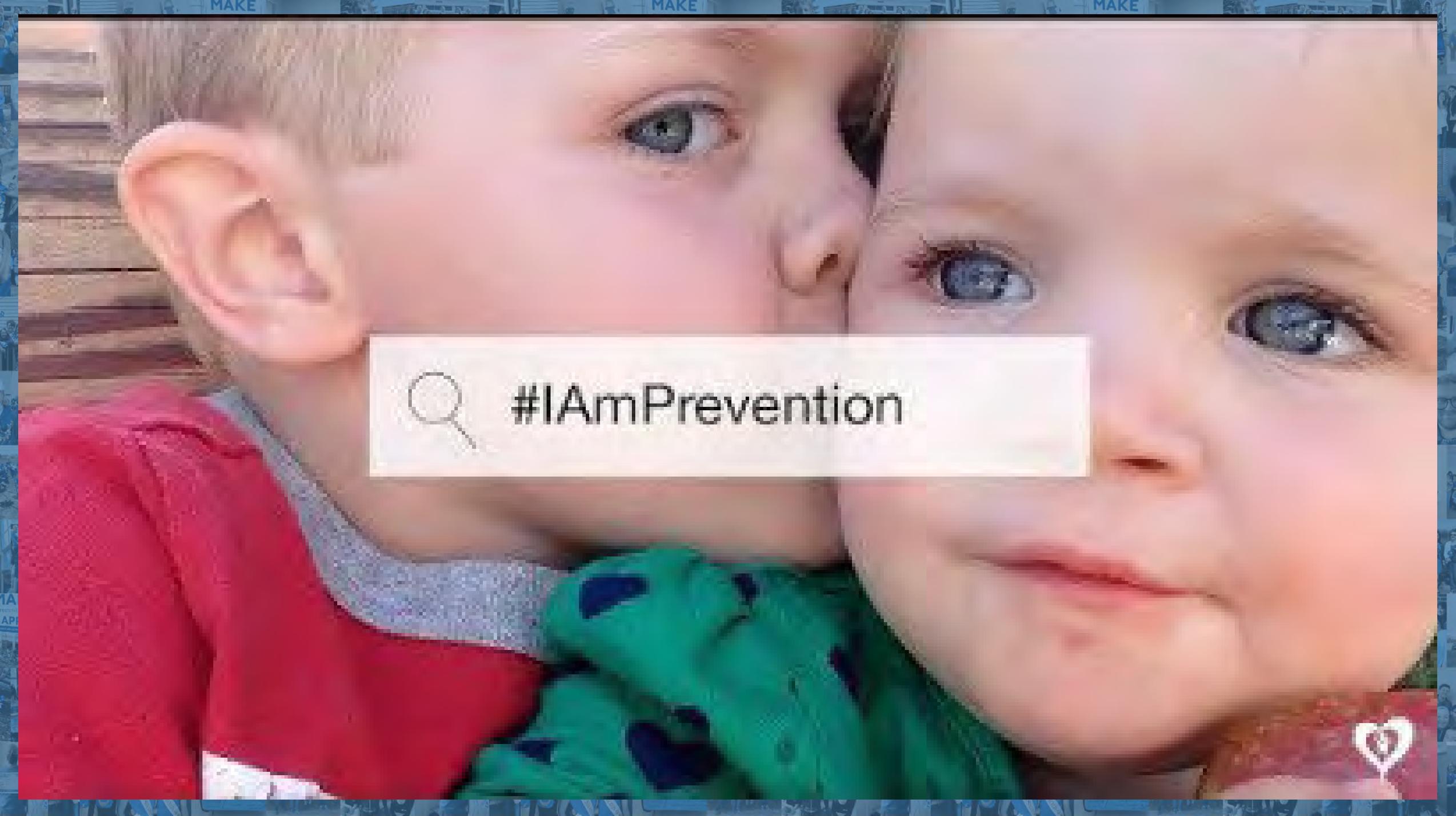
PREVENTION IS





WITH *not* AT





#IAmPrevention



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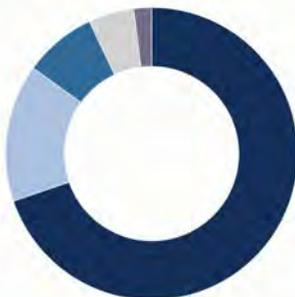
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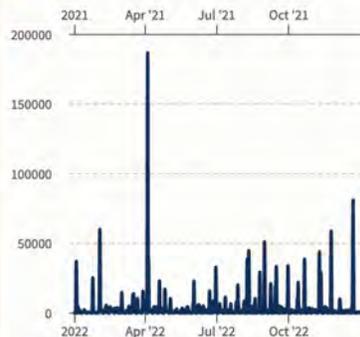
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Post impressions trend



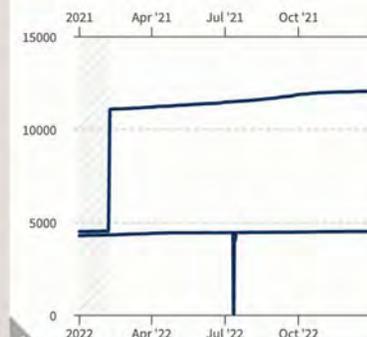
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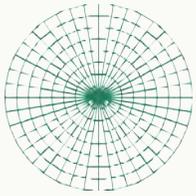
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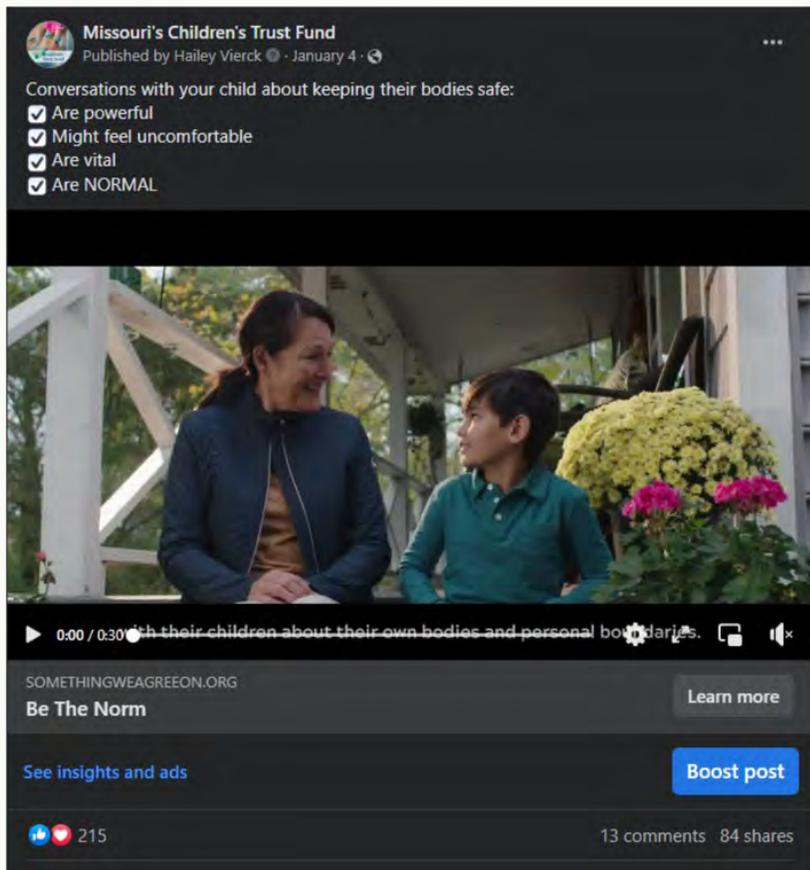
we are

PREVENTION

email: nfink@nhchildrenstrust.org

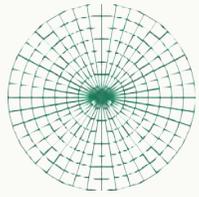


FACEBOOK EXAMPLE



FOR EXAMPLE

	<u>Reactions</u>	215
	<u>Shares</u>	84
	<u>Comments</u>	13
	<u>Reach</u>	190,542
	<u>Impressions</u>	893,629
	<u>Engagement</u>	10,006



CAMPAIGN OVERVIEW

WHERE DID WE PROMOTE?

- MissouriNet - Radio
- CTV (ie TV Commercials)
- YouTube
- Paid Social Media
- Billboards + Gas Station TV



Reactions

215



Shares

84



Comments

13



Reach

190,542



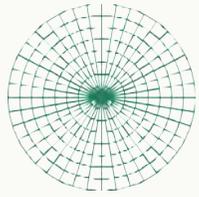
Impressions

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Engagement

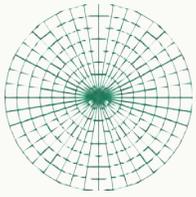
10,006



CAMPAIGN OVERVIEW

WHAT KIND OF DATA DID WE GET?

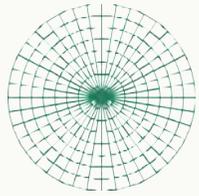




CAMPAIGN OVERVIEW

WHAT KIND OF DATA DID WE GET?





CAMPAIGN OVERVIEW

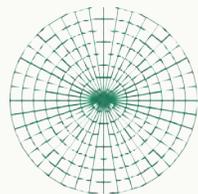
WHAT DID THE DATA TELL US?

- We had an overwhelmingly positive response - this was VERY encouraging to us, and our partners
- People engaged with our campaign and actively consumed it
- For the next round of our campaign, we prioritized conversational tips, action steps, and how to learn more about the issue

86% OF PARENTS TALK WITH
THEIR **CHILDREN**
ABOUT **PERSONAL BOUNDARIES.**

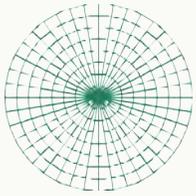
Everyday conversations help
prevent child sexual abuse.
SomethingWeAgreeOn.Org

SOMETHING WE AGREE ON Children's Trust Fund
QR Code



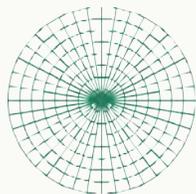
HOW WE USE META BUSINESS SUITE

- Schedule posts, stories, and ads - awareness days, holidays, etc
- Review and report data - which posts do well, engagement, comments, etc
- See who has mentioned us - Kids Win, Governor's Office, etc
- To give our partners access to our page - including Bucket Media and myself



HOW WE USE TWITTER

- Tweet deck options
- Engage in conversation with other orgs, agencies, businesses, influencers, lobbyists, politicians, etc.



WHAT'S NEXT FOR CHILDREN'S TRUST FUND?

- TikTok?
- Something We Agree On 2.0
 - Child Sexual Abuse Prevention
 - Corporal Punishment Prevention



THANK YOU

Federal Updates & Reminders

2023 Program Instruction was released on February 27, 2023.

Applications for 2023 CBCAP formula grant funds are due June 14, 2023.

April 5, 2023 at p.m. ET/1:00 p.m. CT/noon MT/11:00 a.m. PT
Peer Learning Call to walk through application requirements.

Registration information forthcoming.

Governor Documentation and Assurances

- Lead Agency Designation Letter
 - Must submit a new Governor’s letter each year
 - Written on the Governor’s letterhead
 - Designates the lead agency to receive the funds
 - Include a statement: “the [lead agency] was designated only after giving full and equal consideration to the capacity and expertise of all entities desiring to be the lead agency.”
 - Signed by the Governor
- Signed Governor’s Assurances Statement

Pages 16-17 & Attachment 3 of the PI

Governor's Assurance Statement

(Attachment 3)

2020 CBCAP Program Instruction_FINAL03.12.2020.pdf - Adobe Acrobat Reader DC

File Edit View Window Help

Home Tools Document

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ATTACHMENT 3: Governor's Assurance Statement

COMMUNITY-BASED GRANTS FOR THE PREVENTION OF CHILD ABUSE AND NEGLECT PROGRAM (TITLE II OF THE CAPTA AMENDMENTS OF 2010 (P.L. 111-320))

GOVERNOR'S ASSURANCE STATEMENT

As Governor of the state of _____, I am providing the following assurance that I have designated to be the lead agency, administer the funds, and assume the obligations imposed by the terms and conditions of the Community-Based Grants for the Prevention of Child Abuse and Neglect award. I further assure that the lead agency will provide or will be responsible for providing--

- (A) Community-based child abuse and neglect prevention programs and activities designed to strengthen and support families to prevent child abuse and neglect composed of local, collaborative, public-private partnerships directed by interdisciplinary structures with balanced representation from private and public sector members, parents, and public and private nonprofit service providers and individuals and organizations experienced in working in partnership with families with children with disabilities.
- (B) Direction to an interdisciplinary, collaborative, public-private structure with balanced representation from private and public sector members, parents, and public sector and private nonprofit sector service providers:

11:25 AM 4/6/2020

23rd National Conference on Child Abuse and Neglect (NCCAN)

- Virtual Conference held April 11-13 & April 18-20.
- Theme of this year's conference is *Doing Things Differently: Moving from the Challenge to the Change*.
- Registration and other information on NCCAN can be found at <https://nccan.acf.hhs.gov/>.

National Child Abuse Prevention Month

- Updated National Child Abuse Prevention Month website launched:
 - <https://www.childwelfare.gov/topics/preventing/preventionmonth/>
- Resources include:
 - Sample media messages
 - Backgrounds for virtual meeting platforms
 - Protective Factors Conversation Guides

Funding Opportunities

- Grants.gov
 - Building Early Childhood-Child Welfare Partnerships to Support the Well-Being of Young Children, Families, and Caregivers (CB)
 - Field-Initiated Approach to Addressing Racial Bias and Inequity in Child Welfare (CB)
 - Essentials for Childhood (EfC): Preventing Adverse Childhood Experiences through Data to Action (CDC)

Opportunity to Provide Feedback

Please take a moment to scan the QR code and fill out our short evaluation.

Your participation in the evaluation will help us to improve our future Peer Learning Calls.

