

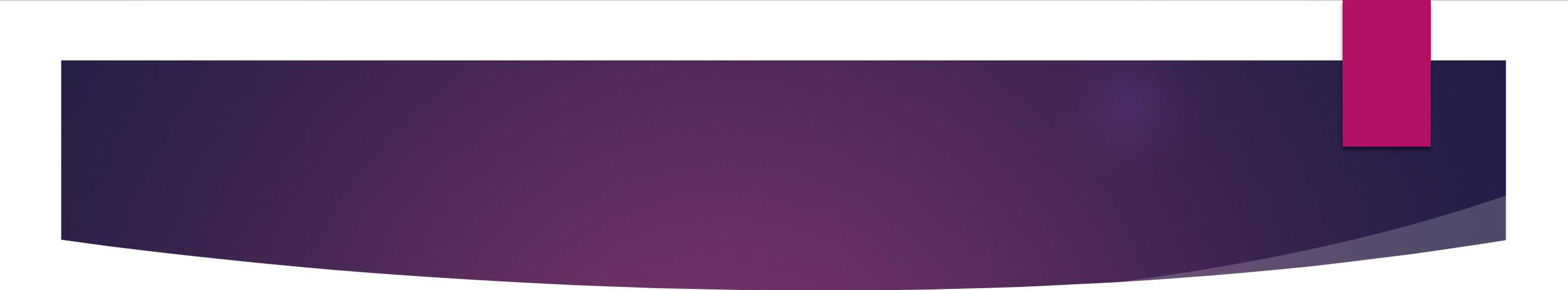


# Reaching Youth via Social Media: FACEBOOK in 2020

DEB LEVINE, MA

APRIL 23, 2020

CORNELL ACT FOR YOUTH / NYS PROVIDERS



The UNCLES have joined.

*Facebook no longer dominates the teen social media landscape as it once did.*





## YET

51% of 13–17 year olds use Facebook.

That's 21 million teens, give or take.

76% of 18-24 year olds use Facebook.

That's another 1.1 million young adults, 18-21.





*Let's age up!*

Facebook for reaching parents and collaborating with educators:

84% of 25-30 year olds use Facebook

79% of 30-49 year olds use Facebook

68% of 50-64 year olds use Facebook



# Special Circumstances



# Special Circumstances

- ▶ #CrisisTextLine reports
  - ▶ 38% of their youngest texters have a parent who is an essential worker (U13)
  - ▶ Mention of domestic violence and abuse is up
  - ▶ Mention of sexual assault and emotional abuse are 25% higher
  - ▶ Anxiety and depression, isolation are common words
  - ▶ Top foods mentioned: Ice cream, chips, cookies, chocolate and pizza

Learn More

Liked

Message

Search and More options

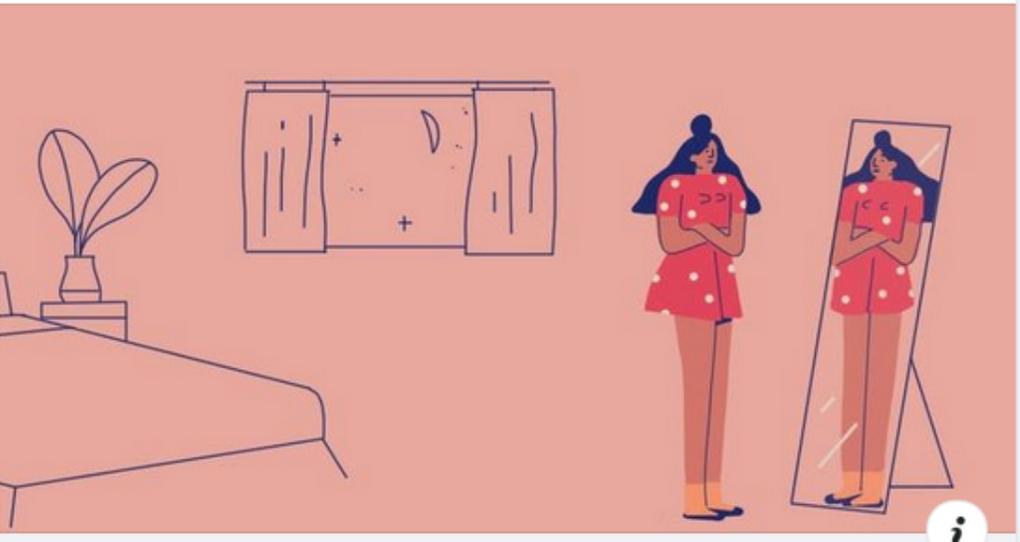
- Mount Sinai Institute ... Local Business Like
  - Mount Sinai Psychiatry Medical Center Like
  - The Child Life and Cr... Nonprofit Organization Like
- Create a Page

**Add Your Business to Facebook**  
 Showcase your work, create ads and connect with customers or supporters.

Create Page

Mount Sinai Adolescent Health Center  
 April 17 at 11:30 AM · 🌐

"I keep reminding myself that we are collectively experiencing a strange and tough time. While it's normal to feel scared or anxious right now, eating disorders are never something to feel guilty about."



TEENVOGUE.COM  
**I Thought My Eating Disorder Was Under Control — Then Came the Pandemic**

# Methods: Stories

Instant Impression: 24 hours only

1. Tap Add to Stories at the Top of your Feed
2. Choose type of Story: Text, selfie, boomerang, music or poll OR add a photo or video from your device
3. Add finishing touches: Text, stickers, effects, drawing
4. Use popular hashtags #see10do10 #stayhome

**Facebook stories = Instagram stories POST BOTH**



# Methods: Stories

- ▶ Add playlists: Connect to Spotify
- ▶ Games/Challenges
- ▶ Live events: Connect to Zoom
- ▶ [https://www.facebook.com/stories/2001149503292350/UzpfSVNDOjl3ODQvNjE0MTE2ODQ1NTk=](https://www.facebook.com/stories/2001149503292350/UzpfSVNDOjl3ODQvNjE0MTE2ODQ1NTk=/)

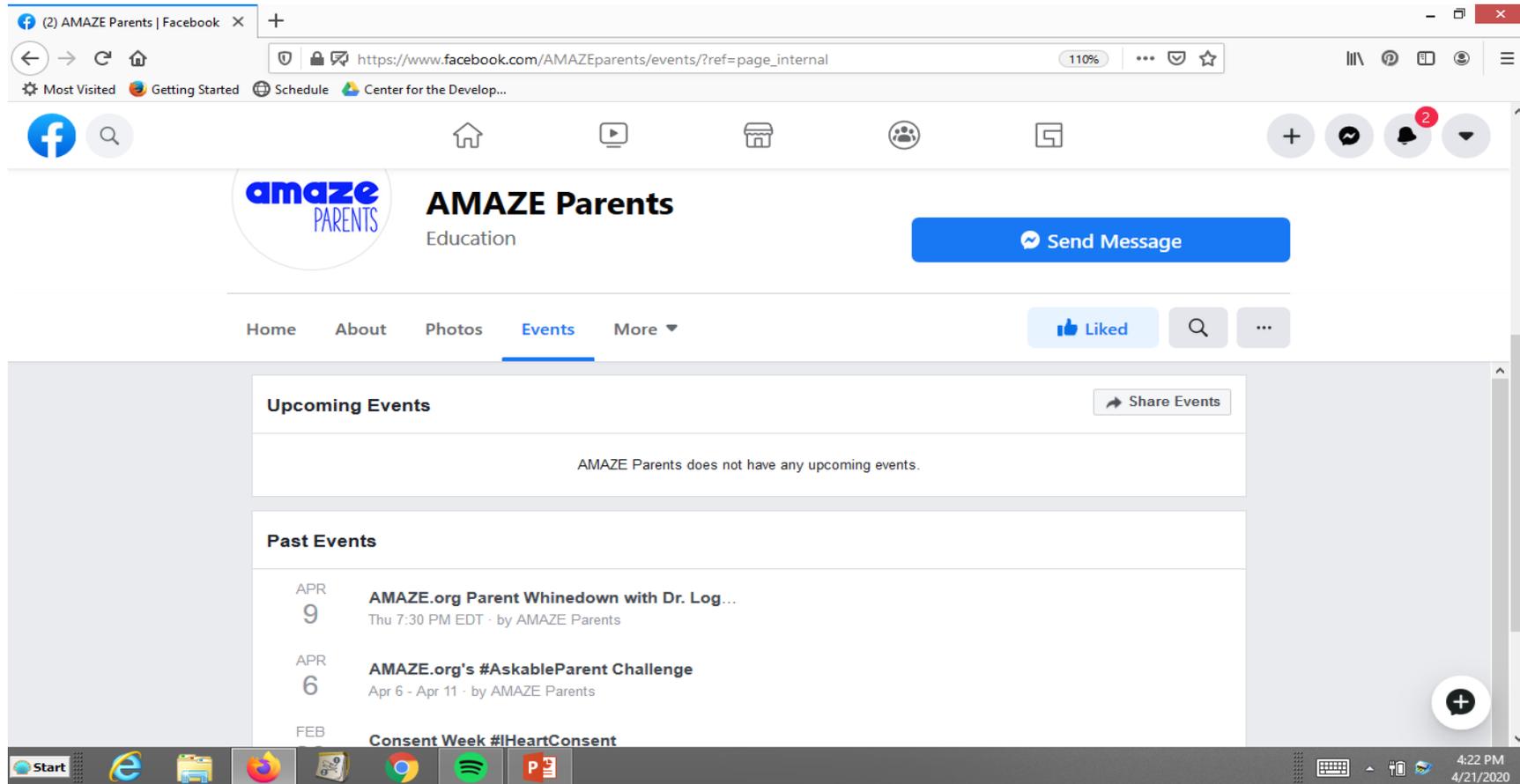


# Facebook Live / Events

- ▶ Livestream events, performances and gatherings
- ▶ Engage reactions, shares, comments and polls
- ▶ Can Go Live in a page, group or event
- ▶ Host a Watch Party
- ▶ Schedule in advance to market
- ▶ Can add donate button



# Methods: Live / Events



The screenshot shows a web browser window displaying the Facebook page for AMAZE Parents. The browser's address bar shows the URL [https://www.facebook.com/AMAZEparents/events/?ref=page\\_internal](https://www.facebook.com/AMAZEparents/events/?ref=page_internal). The page header includes the AMAZE Parents logo, the name "AMAZE Parents", the category "Education", and a "Send Message" button. Below the header, there are navigation tabs for "Home", "About", "Photos", "Events", and "More". The "Events" tab is selected, and the page displays two sections: "Upcoming Events" and "Past Events". The "Upcoming Events" section is currently empty, with the text "AMAZE Parents does not have any upcoming events." The "Past Events" section lists three events:

- APR 9** AMAZE.org Parent Whinedown with Dr. Log...  
Thu 7:30 PM EDT · by AMAZE Parents
- APR 6** AMAZE.org's #AskableParent Challenge  
Apr 6 - Apr 11 · by AMAZE Parents
- FEB** Consent Week #IHeartConsent

The browser's taskbar at the bottom shows various application icons, including Start, Edge, File Explorer, Firefox, Chrome, Spotify, and PowerPoint. The system tray on the right indicates the time is 4:22 PM on 4/21/2020.



# Methods: Live/Events

- ▶ [https://www.facebook.com/watch/live/?v=239574603858322&ref=watch\\_permalink](https://www.facebook.com/watch/live/?v=239574603858322&ref=watch_permalink)



# Methods: Instant Messenger

- ▶ Popular!
- ▶ Supports up to 8 people in a videochat
- ▶ No duration limit
- ▶ Play games together
- ▶ Small working groups
- ▶ Good for f2f answering questions
- ▶ Schedule event reminders





# Mount Sinai Adolescent Health Center

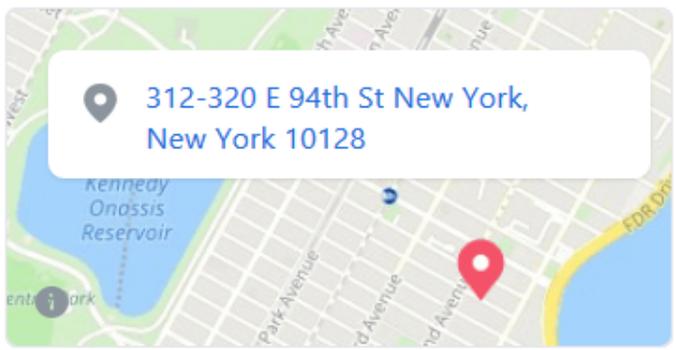
Mental Health Service

Home Reviews Photos Videos More

Liked

## About

See All



We provide high-quality, comprehensive,

Mount Sinai Adolescent Health Center profile picture and creation options: Photo/Video, Check in

### PINNED POST

Mount Sinai Adolescent Health Center  
March 24 at 12:08 PM ·  
UPDATE: We have extended our age range to include people ages 10-26 years old.

Mount Sinai Adolescent Health Center chat window

Typically replies within a few hours  
Mental Health Service  
Choose an option or type your own message.

When you reply, Mount Sinai Adolescent Health Center will see your public info.

- Is anyone available to chat?
- Where are you located?
- Can I book an appointment?
- What services do you offer?

Chat input field with icons for attachments, GIFs, text formatting, emojis, and reactions.

# Promoted and Sponsored Posts

- ▶ Use the three dots at the top right of a post, click on Make Announcement and then Pin to the top of your Page Feed
- ▶ Boost your post
  - ▶ - Paid boosts, you set the budget (start with \$5-\$10)
  - ▶ - Make sure there's an action item or a link
  - ▶ - Use built-in analytics to measure results
- ▶ Through partners
  - ▶ -Can assist with managing and buying ads; community management; creatives



# Social media and Web advertising

- ▶ Artisanal approach to buying online advertising for non profits. Budgets that can't be unproductive. Issues that matter right now. Organizations need honest, apples to apples analysis, served with every dollar of media spent on platforms like Google Adwords, Facebook, Twitter, YouTube, Instagram, LinkedIn, Bing and elsewhere.
- ▶ Analytics is the way we're taking the apples to apples approach one step beyond our ad campaigns, so that Google, Bing, Facebook & Twitter are **speaking the same language** as your CRM & email platform, Salesforce, Engaging Networks, Nationbuilder, Blue State Digital, Convio and more.

[www.gottadvertising.com](http://www.gottadvertising.com)

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