



FamilyAid Boston

Helping homeless families since 1916

Social Media 2016

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FamilyAid Boston

100 years of shelter, housing, and hope



- **2016 = 100th Anniversary!**
- **800 families including 1,500 children served each year**
- **Shelter, housing, prevention, & supportive services**
- **40 FT staff, 40 PT staff**
- **3 development & communications staff**

www.familyaidboston.org

Social Media Overview

Prior to 2012, very few external communications.

Social media part of larger development strategy/goals:

- Name recognition
- Private donations
- Position FAB as thought leader on family homelessness

Focus is on **Facebook and Twitter**; some LinkedIn. Team works together on strategy; Dev/Comm associate posts daily on Facebook and Twitter.



Goals for Social Media

- ❖ Branding/name recognition
- ❖ Direct engagement with donors/supporters
- ❖ Issue awareness
- ❖ Media visibility
- ❖ Clients
- ❖ Set reasonable goals and expectations



Content

Setting parameters:

- ❖ **Relevance to issue area**
- ❖ **Branding of agency**
- ❖ **Engagement with audience**
- ❖ **Tone**
- ❖ **Call to Action**



Family Aid Boston
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"Now that I finally have some time to reflect, I can see that it's pretty amazing what I have accomplished. Through this whole year of being homeless, moving from place to place, and staying in shelter, I achieved my goals. I finished my degree, got a good job, and found a home for me and my son." Sylvia

Mother's Day is this Sunday! Click below to read some powerful success stories from our clients. These women inspire us every day with their hard work, courage, strength and determination! <http://www.familyaidboston.org/AboutUs/StoriesofSuccess.aspx>

275 people reached Boost Post

👍 Like 💬 Comment ➦ Share

Chris Durkin, Marjorie S. Johnson and 5 others

Write a comment...

Anabel Viana-Quinn | remembered her! 🥳 Congratulations!!

Content Mix

- Events
- News articles
- Client stories
- Staff/agency news
- Partner/supporter news
- Calls to action
- Sponsored posts

Other Uses

- Subpages
- Cultivating engagement
- Mutually beneficial relationships with partners
- Major partners
- Social media everywhere!

[I hope you will consider a gift to FamilyAid Boston to provide more homeless children and their parents with shelter, housing, and hope.](#)

Thank you in advance for your generosity.

Sincerely,



Richard E. Ring
President

P.S. You can learn more about how your gift will change the lives of parents and children by reading our [success stories](#).



FamilyAid Boston | www.familyaidboston.org



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Moving Forward

- Post timing
- Using sponsored posts effectively
- Driving donations
- Videos
- Integration with other communications

