



DEI SUMMIT 2022

The Power of *IN*:
INcluded, INvolved, INspired

November 16-18, 2022 | Washington D.C.

Social Media: The Catalyst for Social Change



Communities
In Schools®



2022 DEI SUMMIT



Rashidah McCoy

Director, Strategic Marketing and Digital Engagement | Independent Sector

Purpose of Session

This session aims to inform participants how they can use social media as a tool in raising awareness and addressing injustices. Participants will engage in hands-on learnings about the importance of tagging, how to use hashtags to join or start conversations, and how to determine which platforms are best to reach your audiences.

Where News is Consumed

- Americans ages 18 to 29 (42%)- most commonly consume news via **social media**
 - 28% says the same of either news websites or search engines
- On social media, deep conversations and opinions are shared about news and happenings
 - GOTV
 - Black Ariel
 - Loan forgiveness for college students
 - COVID-19
 - Inflation

PEW RESEARCH CENTER | JANUARY 11, 2021

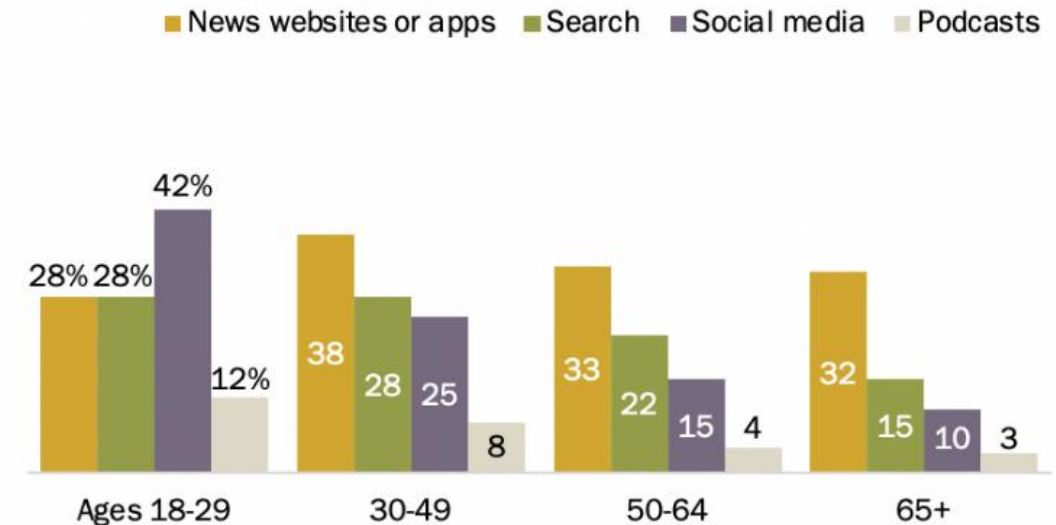


MORE THAN EIGHT-IN-TEN AMERICANS GET NEWS FROM DIGITAL DEVICES

Online, most turn to news websites except for the youngest, who are more likely to use social media

Online, most turn to news websites except for the youngest, who are more likely to use social media

% of U.S. adults who get news often from ...



Source: Survey of U.S. adults conducted Aug. 31-Sept. 7, 2020.

PEW RESEARCH CENTER

From Conversations to Movements



Social Movement Results

- **#MeToo:** High powered men who sexually assaulted women were held accountable for their actions – jail, loss of jobs and assets, etc.
- **#LoveWins:** Legalized marriage between same-sex couples in 2015
- **#BlackLivesMatter:** A light was shined on the police brutality and racial injustices against Black people
- **#GOTV:** We voted in the first Black president of the U.S., twice, and the first Black female VP



Steps to Take Action on Social

#1 Be intentional and selective about what you speak on and share content about

#2 Take a firm stance on which side of the conversation you stand on

#3 Show your support by getting involved - Write a standalone post, retweet/reshare content with your views attached, use the hashtag, share links, etc.

#4 Create your own content surround the topic - A video, graphic, reel, or go LIVE to discuss the topic

#5 Encourage others to use their voices and power to get involved to make change - Tag influencers, organizations, and government officials



Tips & Tricks	Hashtags	Tagging	Imagery
Importance	A word or phrase describing the content or context of your post and helps people find it. Drives views, likes, shares, and makes content discoverable to a captive audience	<i>"Tag — you're it!"</i> Allows you to notify a friend, business, influencer, etc. that you've mentioned them on that social media.	<ul style="list-style-type: none"> - Tell a story - Express a thought - Evoke emotions - Brand recognition - User engagement
Key	Find the right ones that match your content and appeal to your audience	Get noticed and have another handle engage with your content	Draw audiences into the content being shared
Examples	#DEI #AllinforKids #Education	@CISNational @IndSector @Shaq	An empty classroom with the sign on the door - "School Closed Due to COVID-19"
How many to use	Depends on the content and platform – 1 to 5	Depends on the content and platform – 1 to 5	ALWAYS
Rules	Short and memorable – no spaces or dots between words after the #	Look up different peoples/orgs handles	Each platform allows diff amounts – videos, reels, LIVES, pictures, carousels, etc.
Efficiency	Find effective hashtags: Start with influencers and top orgs	Start with influencers and top orgs	Know your audience

Thank You!



Communities
In Schools®

#AllinforKids