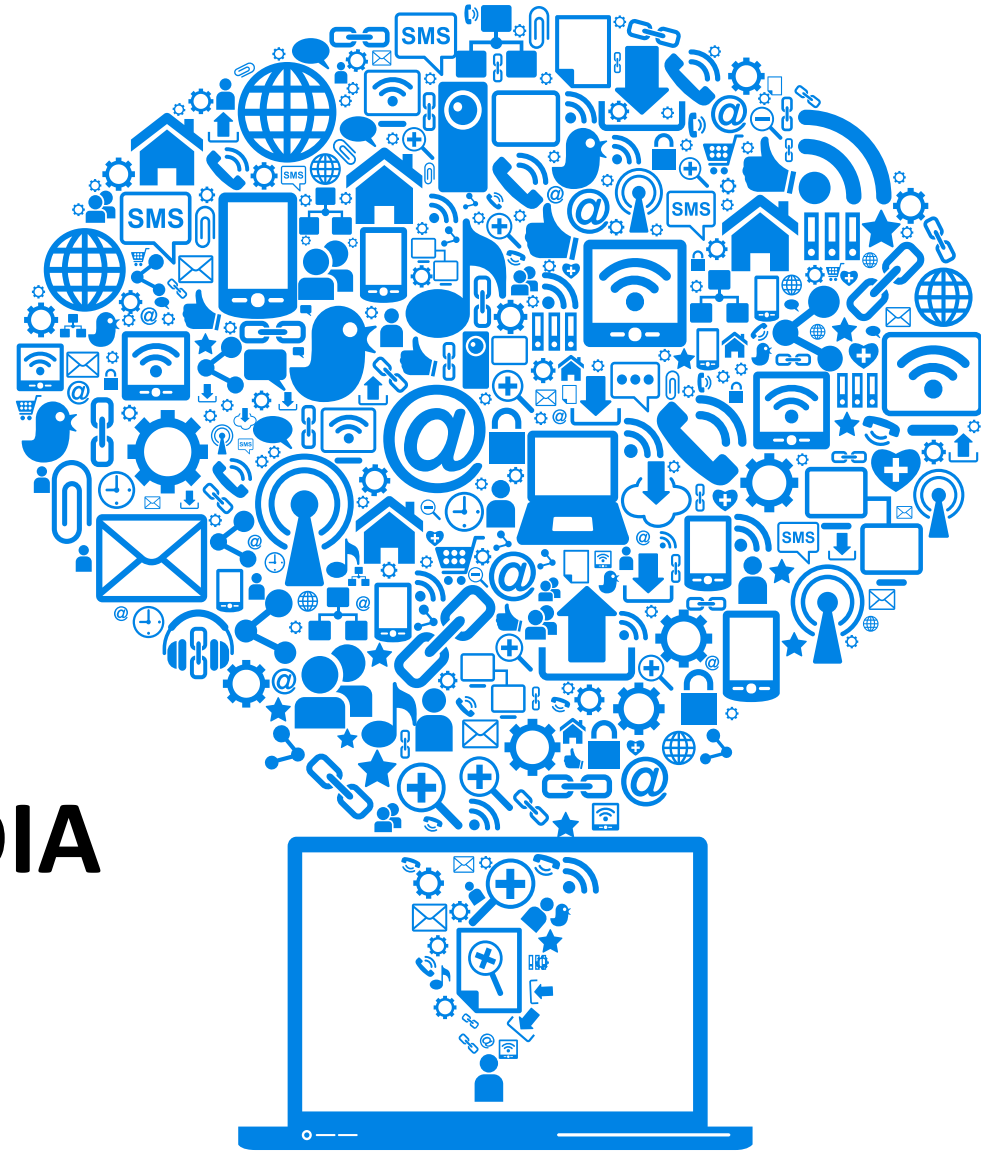


SOCIAL MEDIA PRIMER

Best Practices for Engaging with
HPOG and Participants Online

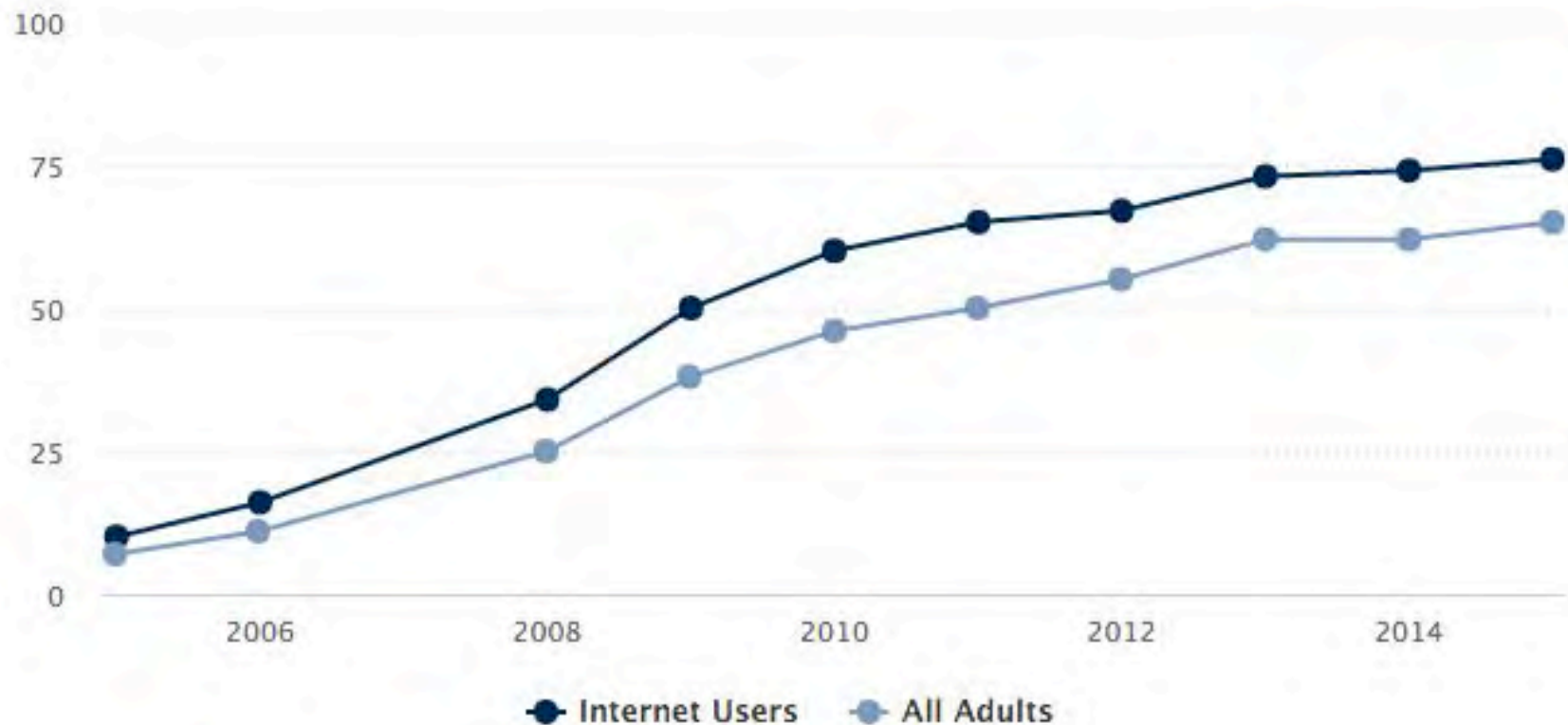


THE SOCIAL MEDIA LANDSCAPE

Social Media Use in the U.S.

As of 2015, 65% of American adults use at least one social media platform.

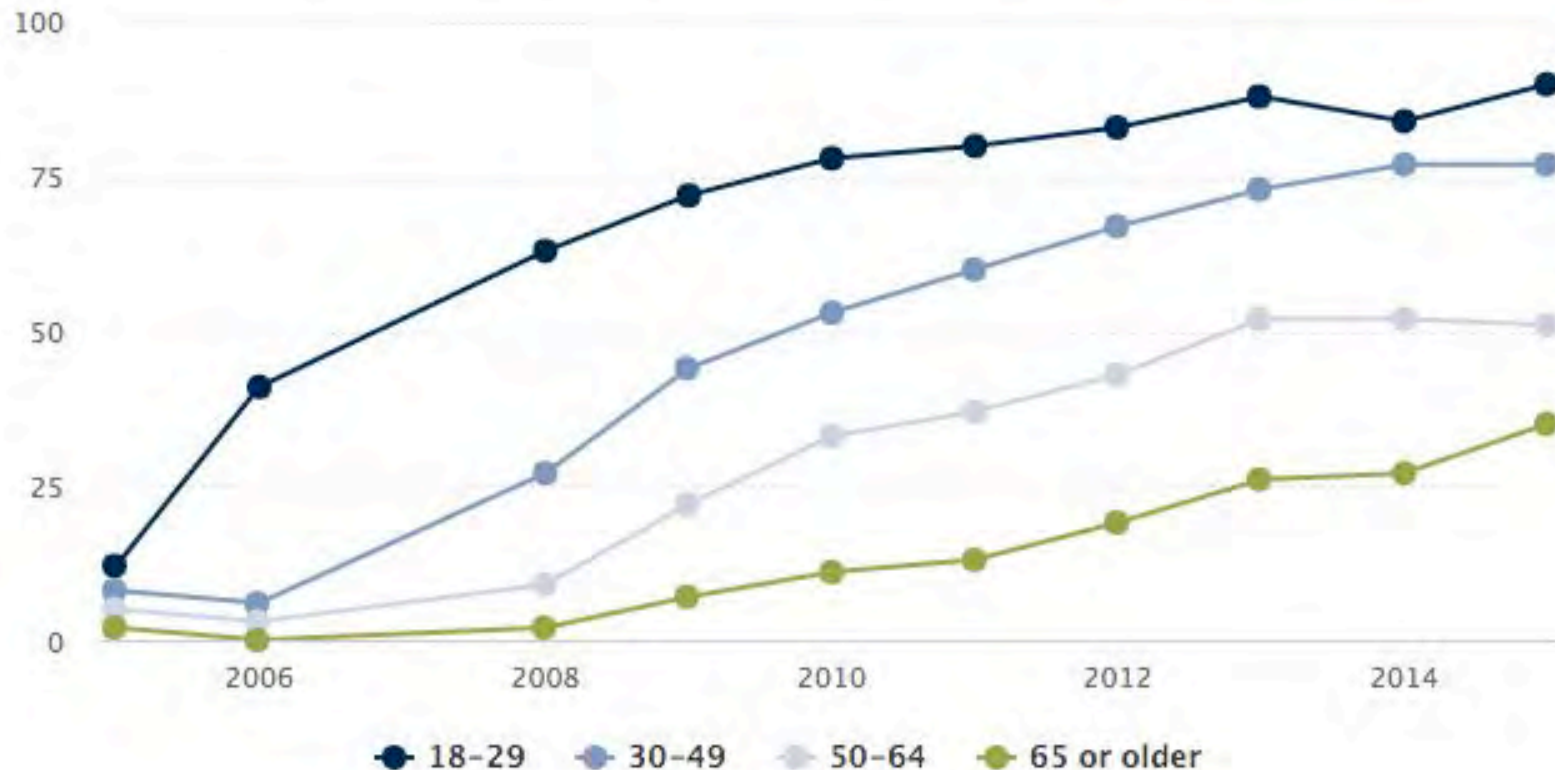
% of all American adults and internet-using adults who use at least one social networking site



Social Media Use in the U.S.

Young adults are the most likely to use social media, but other age groups are catching up.

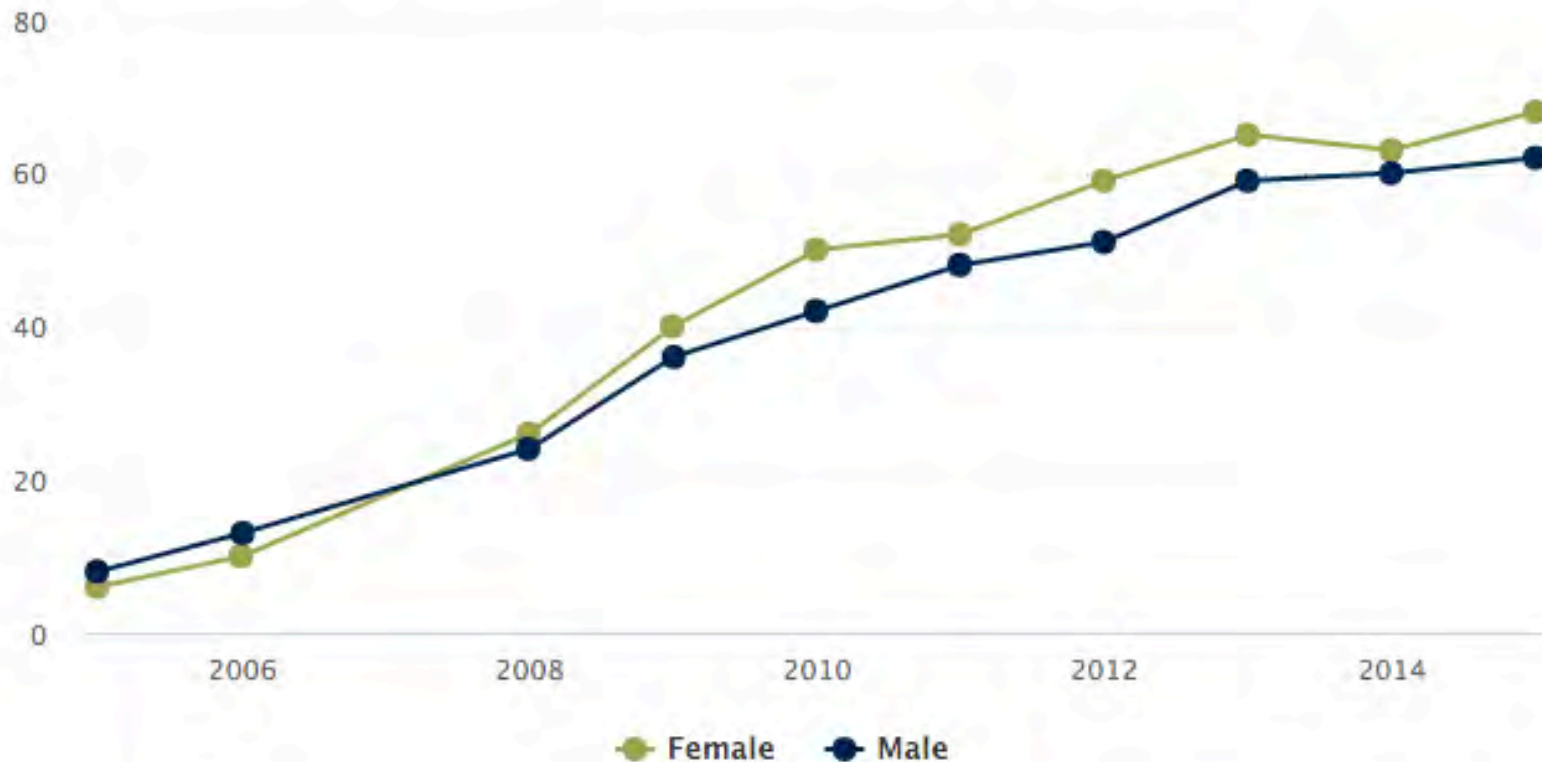
Among all American adults, % who use social networking sites, by age



Social Media Use in the U.S.

Women and men use social media at similar rates.

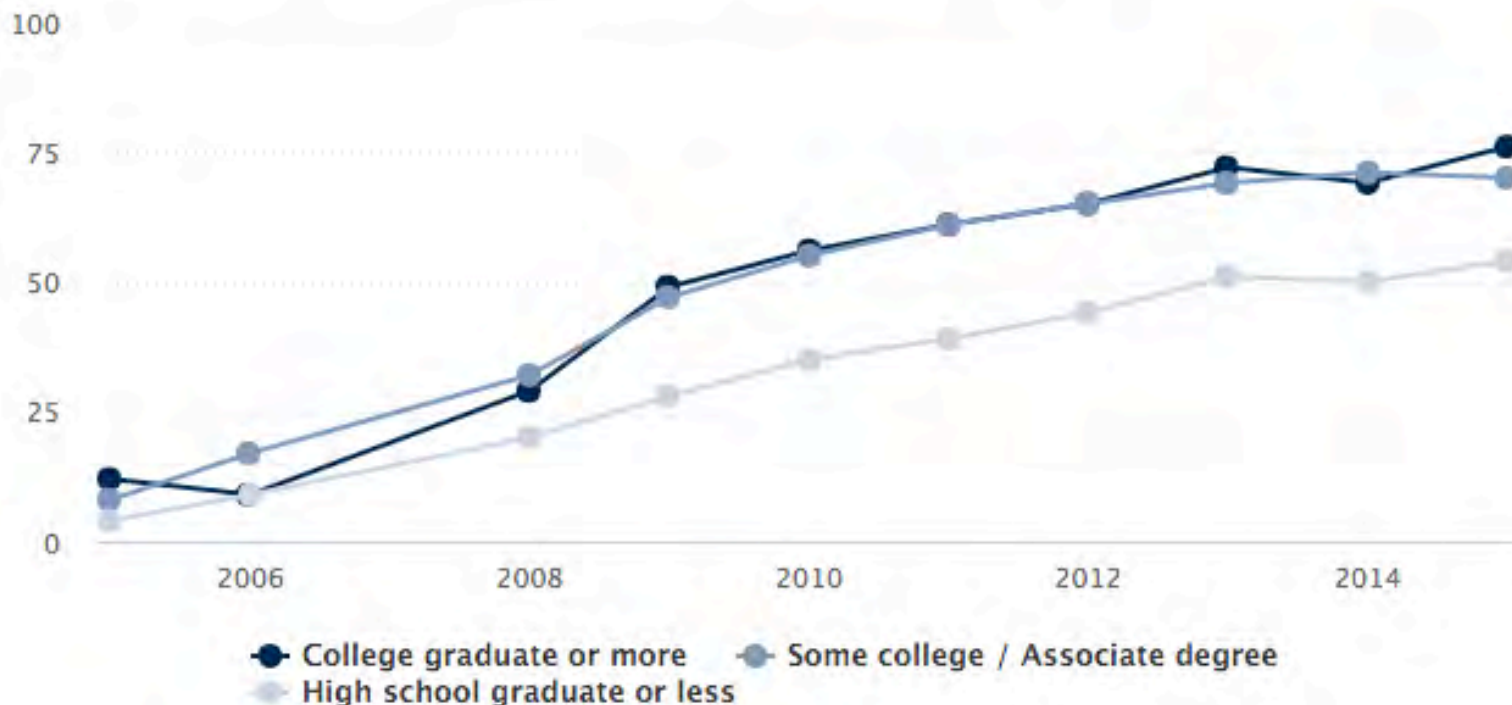
Among all American adults, % who use social networking sites, by gender



Social Media Use in the U.S.

Those with higher education levels are more likely to be social media users.

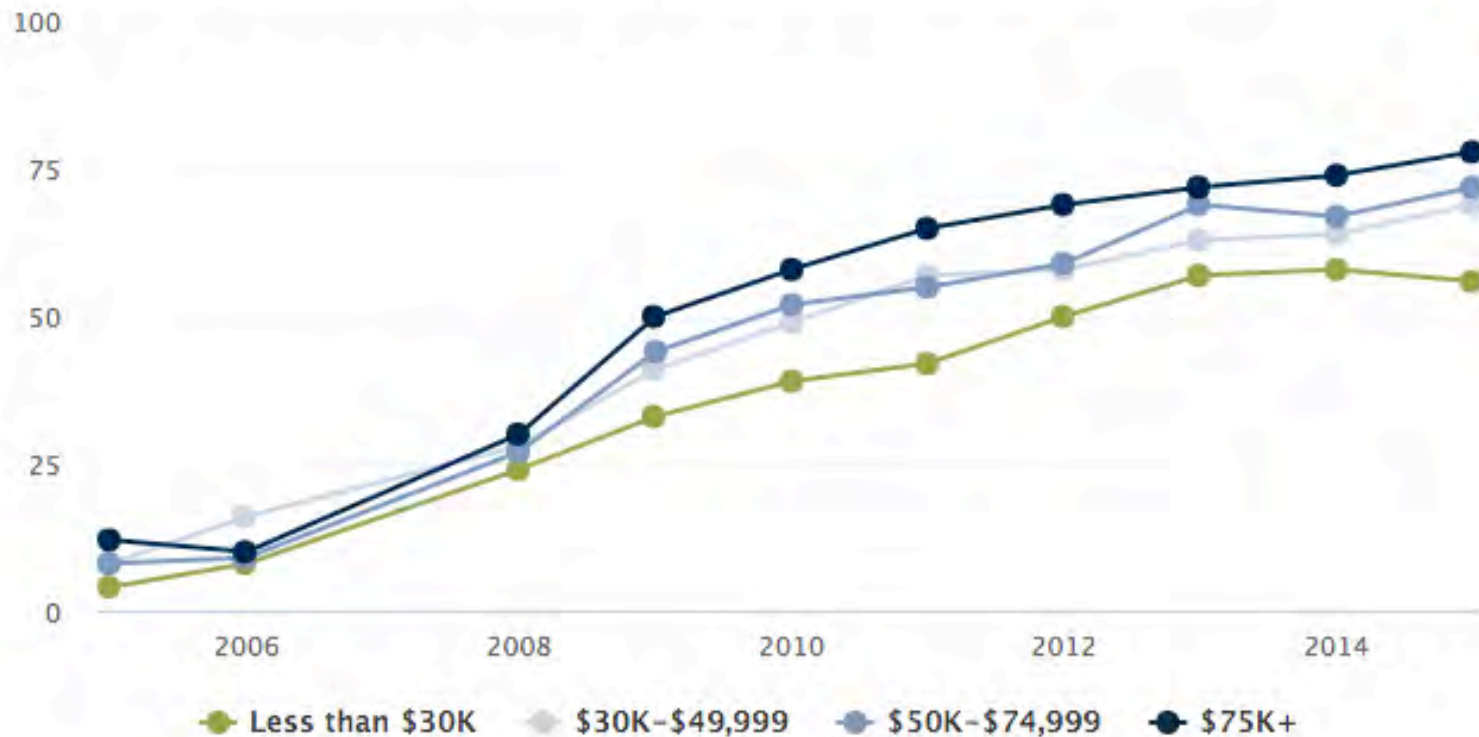
Among all American adults, % who use social networking sites, by education level



Social Media Use in the U.S.

Those in higher income households lead the way.

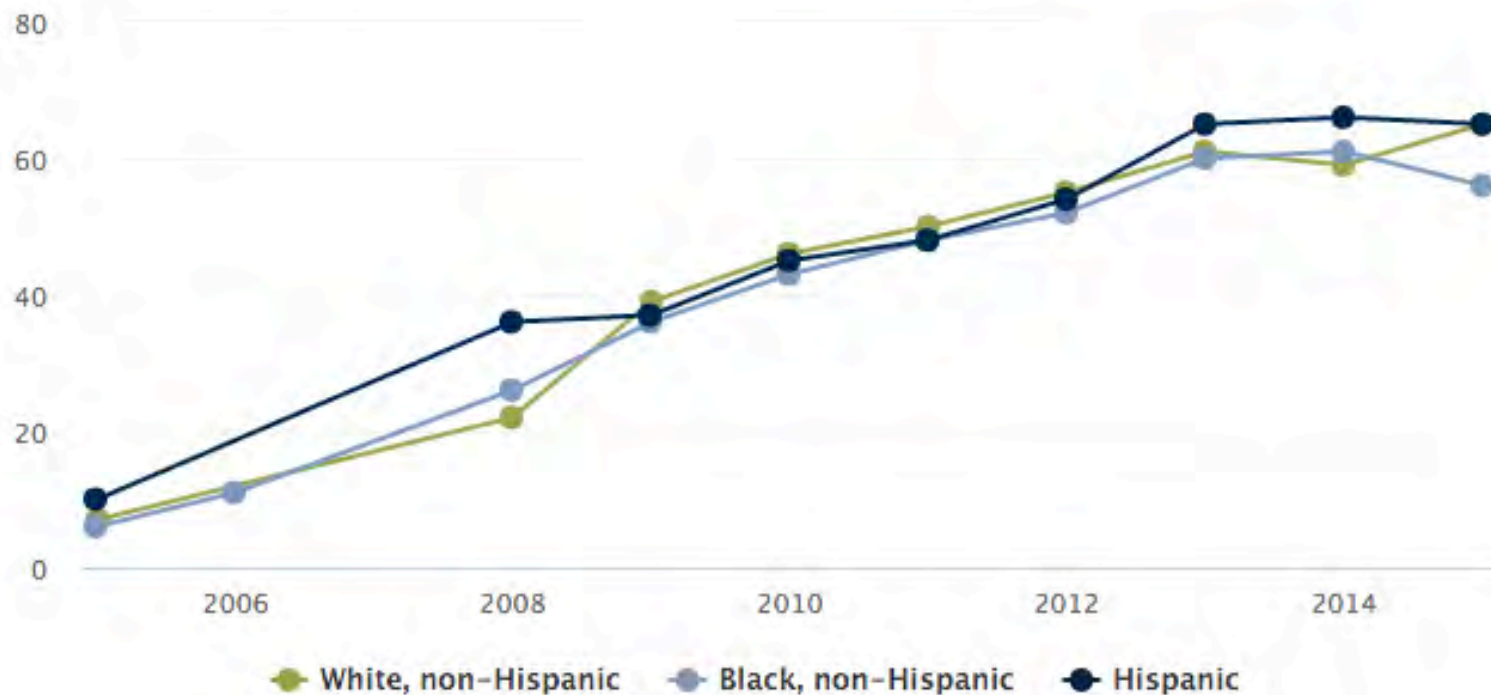
Among all American adults, % who use social networking sites, by income



Social Media Use in the U.S.

There are no noticeable differences by racial or ethnic group.

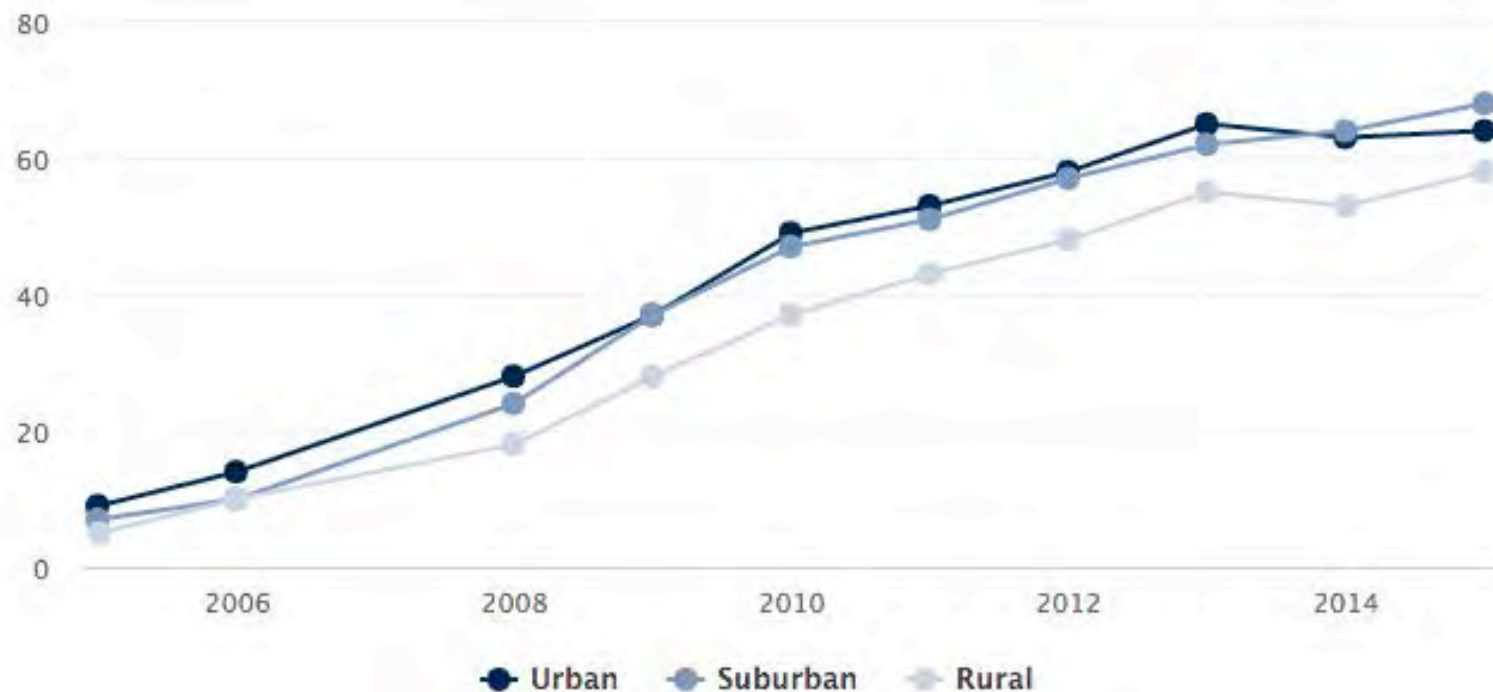
Among all American adults, % who use social networking sites, by racial/ethnic group



Social Media Use in the U.S.

Rural citizens consistently lag behind their urban and suburban counterparts.

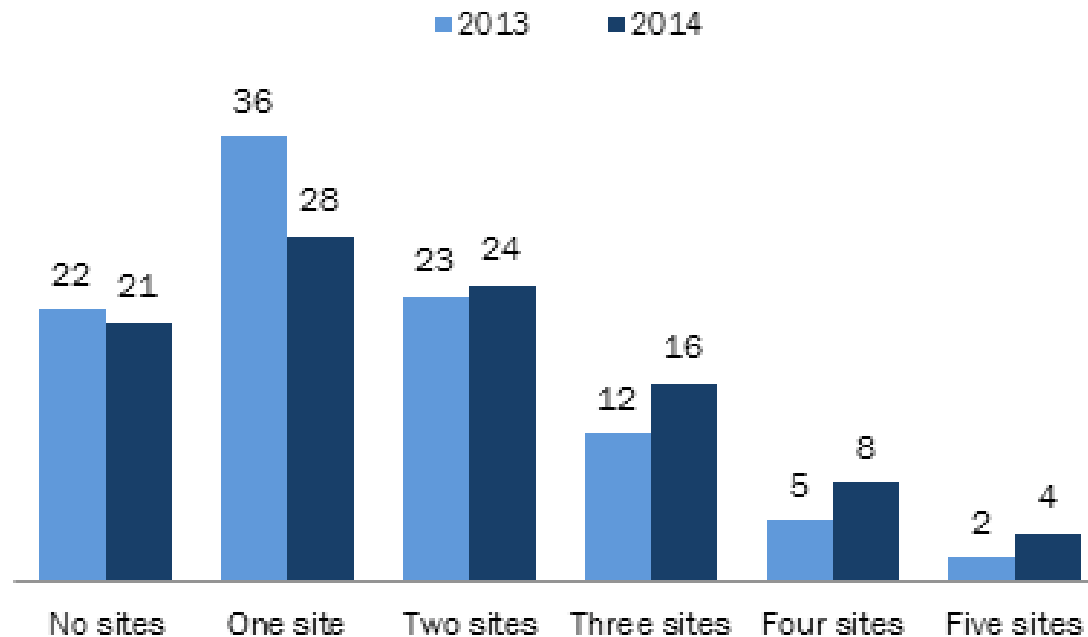
Among all American adults, % who use social networking sites, by community type



Social Media Use in the U.S.

Multi-platform use is on the rise.

% of internet users who use the following number of social networking sites (sites measured include: Facebook, Twitter, Instagram, Pinterest and LinkedIn), 2013 vs. 2014





UNDERSTANDING THE PLATFORMS








Choosing the Right Platform

Who is your audience?

How can you reach them?

What are your goals?

CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM FOR YOUR BUSINESS

							
DEMOGRAPHICS	<p>1.3+ Billion users</p> <p>Ages 25-54 60% Female</p>	<p>600 Million users</p> <p>Ages 18-29</p>	<p>70 Million users</p> <p>Ages 18-35 80% Female</p>	<p>1 Billion users</p> <p>All ages</p>	<p>600 Million users</p> <p>Ages 30-49</p>	<p>200 Million users</p> <p>Ages 18-29</p>	<p>200 Million users</p> <p>Ages 25-34 67% Male</p>
PURPOSE	Building Relationships	News & Articles; Conversation	"Scrapbooking"	Search "How To"	News & Articles; Conversation	Building Relationships; Conversation	News & Articles
BEST FOR	Building Brand Loyalty	Public Relations	Lead Generation; Clothing, Art & Food Businesses	Brand Awareness; Service industry	Business Development; B2B Businesses	Lead Generation; Retail, Art, Food, Entertainment, & Beauty Businesses	SEO; Tech/Design Businesses
DOWNSIDE	Limited Reach	140 characters or less	Images only; Very specific demographic	Resource intensive	Limited interactions	Images only	Not as widely used

Facebook

Facebook is currently the most popular social media site in the United States.

- 71% of internet users in the U.S. use Facebook
 - This represents 58% of all adults in the U.S.
- More than half of all online adults 65 and older (56%) use Facebook.
 - This represents 31% of all seniors in the U.S.
- Fully 70% of users engage with the site daily
 - 45% do so several times a day
- Median number of Facebook friends is 155
 - 50 of those being “actual” friends
- Women are particularly likely to use Facebook when compared to men

Facebook users

Among online adults, the % who use Facebook

	2013	2014
All internet users	71%	71%
Men	66	66
Women	76	77
White, Non-Hispanic	71	71
Black, Non-Hispanic	76	67
Hispanic	73	73
18-29	84	87
30-49	79	73
50-64	60	63
65+	45	56*
High school grad or less	71	70
Some college	75	71
College+ (n= 685)	68	74*
Less than \$30,000/yr	76	77
\$30,000-\$49,999	76	69
\$50,000-\$74,999	68	74
\$75,000+	69	72
Urban	75	71
Suburban	69	72
Rural	71	69

Twitter



Twitter

Twitter is popular with adults under 50 and the college-educated.

- 23% of online adults currently use Twitter
 - This represents 19% of all adults in the U.S.
- 36% of Twitter users visit the site daily
- Over the past several years, Twitter has seen a significant increase in the following demographic groups:
 - Men
 - Whites
 - Adults 65+
 - College Graduates
 - Urbanites
 - Household income of \$50,000+

Twitter users

Among online adults, the % who use Twitter

	2013	2014
<i>All internet users</i>	18%	23%*
Men	17	24*
Women	18	21
White, Non-Hispanic	16	21 *
Black, Non-Hispanic	29	27
Hispanic	16	25
18-29	31	37
30-49	19	25
50-64	9	12
65+	5	10*
High school grad or less	17	16
Some college	18	24
College+ (n= 685)	18	30*
Less than \$30,000/yr	17	20
\$30,000-\$49,999	18	21
\$50,000-\$74,999	15	27*
\$75,000+	19	27*
Urban	18	25*
Suburban	19	23
Rural	11	17

LinkedIn



LinkedIn

LinkedIn is the only platform where those ages 30-64 are more likely to be users than those ages 18-29.

- 28% of adult internet users currently use LinkedIn
 - This represents 23% of all adults in the U.S.
- 13% of LinkedIn users visit the site daily
- College graduates continue to dominate use of the site.
 - Fully 50% use LinkedIn (a 12% increase since last year)
- LinkedIn saw an increase in usage by those who are not employed from 12% to 21% over the last year

LinkedIn users

Among online adults, the % who use LinkedIn

	2013	2014
All internet users	22	28%*
Men	24	28
Women	19	27*
White, Non-Hispanic	22	29*
Black, Non-Hispanic	30	28
Hispanic	13	18
18-29	15	23*
30-49	27	31
50-64	24	30
65+	13	21*
High school grad or less	12	12
Some college	16	22
College+	38	50*
Less than \$30,000/yr	12	15
\$30,000-\$49,999	13	21*
\$50,000-\$74,999	22	31
\$75,000+	38	44
Employed	27	32*
Not employed	12	21*
Urban	23	32*
Suburban	26	29
Rural	8	14

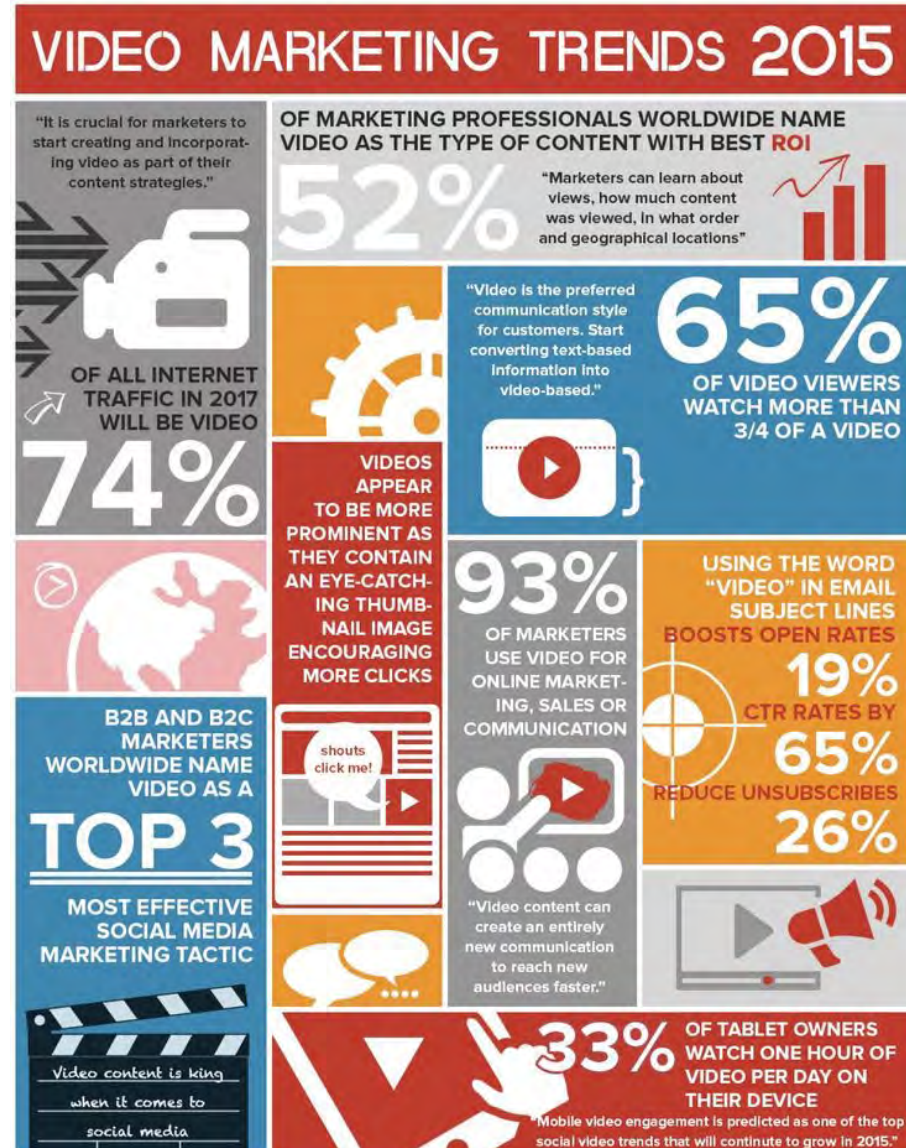
YouTube



YouTube

YouTube is the second largest search engine in the world (just behind Google).

- YouTube (even YouTube mobile alone) reaches more 18-34 and 18-49 year-olds than any cable network in the U.S.
- More than half of YouTube views come from mobile devices.
- People spend an average of 40 minutes per session on YouTube
- 81% of U.S. Millennials use YouTube compared to 43% of Baby Boomers
- 27% of adult internet users have uploaded a video so others can watch or download it





BUILDING YOUR AUDIENCE

How To Engage Your Target

- Tell people where to go
- Promote your channels
- Showcase your streams
- Add social share buttons to website
- Give credit
- Share content





CREATING A CONTENT STRATEGY

Content Dos



To engage your audience, you'll need to:

- Post regularly.
- Be succinct.
- Post at the optimal time
- Include rich media (links, photos and videos)
- Drive audiences back to your website/blog
- Respond in a timely manner.
- Be prepared for criticism.
- Have a customer service strategy in place.
- Include singular, simple calls-to-action.

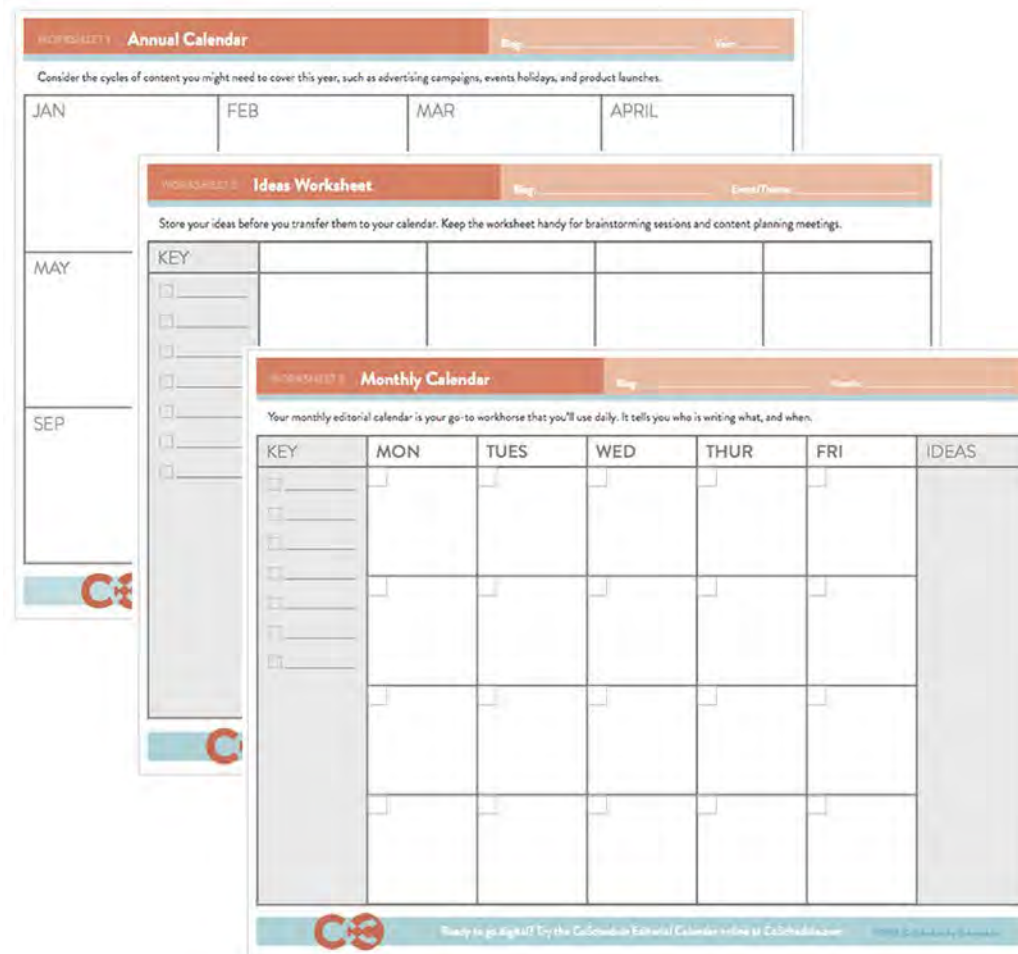
Content Don'ts

- Infrequent posts
- Inconsistent voice/tone
- Text-only updates
- Too much repetition
- Forgetting to include calls-to-action
- Ignoring referral traffic
- Auto-posting tools*



Planning Your Content

Developing a monthly content calendar is a critical component of a successfully social media program.



WORKSHEET 1: Annual Calendar Blog: _____ Year: _____
Consider the cycles of content you might need to cover this year, such as advertising campaigns, events, holidays, and product launches.

JAN	FEB	MAR	APRIL
MAY			
SEP			

WORKSHEET 2: Ideas Worksheet Blog: _____ Content/Theme: _____
Store your ideas before you transfer them to your calendar. Keep the worksheet handy for brainstorming sessions and content planning meetings.

KEY				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
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<input type="checkbox"/>				

WORKSHEET 3: Monthly Calendar Blog: _____ Year: _____
Your monthly editorial calendar is your go-to workhorse that you'll use daily. It tells you who is writing what, and when.

KEY	MON	TUES	WED	THUR	FRI	IDEAS
<input type="checkbox"/>			<input type="checkbox"/>			
<input type="checkbox"/>					<input type="checkbox"/>	
<input type="checkbox"/>						
<input type="checkbox"/>						
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Ready to go digital? Try the Collaborative Editorial Calendar online at [CollaborativeCalendar.com](#) © 2019 Collaborative Calendar

LET'S TALK CREATIVE



Optimizing Facebook

There are a number of ways to share your content on Facebook:

	Upload Photos/Video Add photos or video to your status.		Offer
	Create a Photo Carousel Build a scrolling photo carousel with a link.		Event
	Create Photo Album Build an album out of multiple photos.		Milestone
	Create Slideshow Add 3 to 7 photos to create a video.		Note

Optimizing Facebook

Pinned Posts

The screenshot displays the Facebook profile for Health Profession Opportunity Grants - HPOG. The page header includes the HPOG logo, the name "Health Profession Opportunity Grants - HPOG", and the category "Government Organization". A navigation bar shows "Timeline", "About", "Photos", "Likes", and "More".

Page Metrics (THIS WEEK):

- 2,871 Post Reach
- 141 Post Engagement
- 1 Website Click
- 0 of 1 Response Rate

Left Sidebar:

- 0% response rate, day or more to respond. Respond faster to turn on the icon.
- 15k likes +1,550 this week
- 2,871 post reach this week
- View Pages Feed. See posts from other Pages.
- Invite friends to like this Page
- Find New Customers. Connect with more of the people who matter to you. Boost Page
- ABOUT: Washington, District of Columbia. Add phone number, Add Hours, Add Price Range, http://www.acl.hhs.gov/ofa/programs/hpog
- PHOTOS

Post Content:

Status: Write something...

Health Profession Opportunity Grants - HPOG
Published by Aleria Peterson · November 26 at 10:00am ·

"I can say without a doubt that HPOG helped me to get where I am today." - Alexa, Pensacola State College.

Like or share this post if you are proud of the 32,000+ people across the country who have enrolled in a healthcare training program as a result of HPOG.

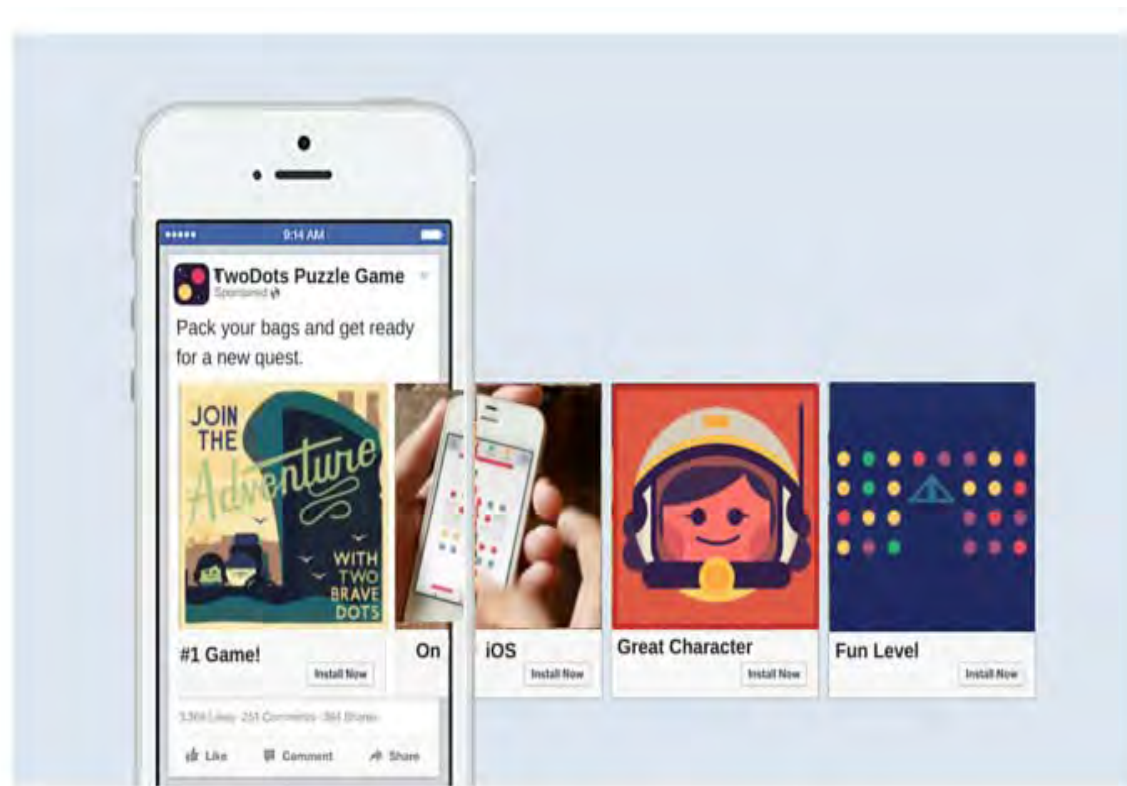
Read more about Alexa's success story by checking out the link below!
#HPOG #BrighterFutures

Image: HPOG logo with a stethoscope graphic.

Text: go.usa.gov
GO.USA.GOV


Optimizing Facebook

Photo Carousel



Optimizing Facebook

Events



The screenshot shows the Facebook profile page for the American Advertising Federation - 4th District. The cover photo features a hand holding a wand with a glowing blue star and the text "MAKING MAGIC". The profile picture is the organization's logo. The page is set to the "Events" tab, which shows a list of past events. There are no upcoming events listed.

American Advertising Federation - 4th District
Non-Profit Organization

Sign Up Liked Message

Timeline About Photos **Events** More

Events 6 Subscribers [Subscribe](#)

UPCOMING EVENTS

American Advertising Federation - 4th District does not have any upcoming events.

PAST EVENTS

01 MAY	Fourth District Annual Conference & ADDY Gala Fri 12 AM · 27 friends are going	Aloft Orlando Downtown Orlando, FL
24 MAR	Advertising Day in Tallahassee Tue 12 AM · Malcolm Bowen went	Florida State Capitol Tallahassee, FL
06 SEP	2014 Summer Conference Sat 12 AM · 16 friends are going	Doubletree Oceanfront H... Cocoa Beach, FL
01 APR	Ad Day in Tallahassee Tue 12 AM · 17 friends are going	Hotel Duval Tallahassee Tallahassee, FL
30 NOV	2012 Fall District Conference - Making the Connection Nov 30, 2012 - Dec 2, 2012 · 12 friends are going	Bay Point Resort Panama City Beach, FL

Optimizing Facebook

Milestones

Life Event

Milestone
Today

Title

Location

When

Story

Hide from News Feed



Optimizing Twitter

Pinned Tweets



The image shows a screenshot of the Twitter profile for PBS (@PBS). The profile header includes the PBS logo, a bio, location (Arlington, VA), website (pbs.org), and follower statistics (50K tweets, 166K following, 2.19M followers, 2,158 likes, 17 lists). A red arrow points to a pinned tweet that reads: "Give the gift of public television to your community. Visit to.pbs.org/givepbs & donate to your local PBS station. #givingtuesday". The tweet is highlighted with a green border. Below the pinned tweet, there are other tweets, including one from Masterpiece PBS about a sweepstakes and another from PBS about accuracy and truth. On the right side, there is a "New to Twitter?" sign-up prompt and a "You may also like" section with recommendations for FRONTLINE, The New York Times, PBS NewsHour, NPR, and CBS News.

to your community this holiday season.
Visit <http://to.pbs.org/givepbs> & donate to your local PBS station.
#GIVINGTUESDAY

TWEETS 50K FOLLOWING 166K FOLLOWERS 2.19M LIKES 2,158 LISTS 17

Follow

PBS @PBS
PBS invites you to discover new ideas and explore new worlds. Join us here for conversation and sharing.
Arlington, VA
pbs.org
1.18M Vine Loops
Joined January 2008
3,836 Photos and videos

Tweets Tweets & replies Photos & videos

Pinned Tweet
PBS @PBS · 5h
Give the gift of public television to your community. Visit to.pbs.org/givepbs & donate to your local PBS station. #givingtuesday

PBS Retweeted
Masterpiece PBS @masterpiecepbs · 2h
2016 Downton Abbey Sweepstakes offers chance to win a prop from Mrs Patmore's kitchen + more! Details, Rules: pbs.org/sweepstakes

PBS @PBS · 35m
Do accuracy and truth still matter on the

New to Twitter?
Sign up now to get your own personalized timeline!
Sign up

You may also like · Refresh

- FRONTLINE @frontlinepbs
- The New York Times @nytimes
- PBS NEWS HOUR @NewsHour
- NPR @NPR
- CBS News @CBSNews

Optimizing Twitter

Polls

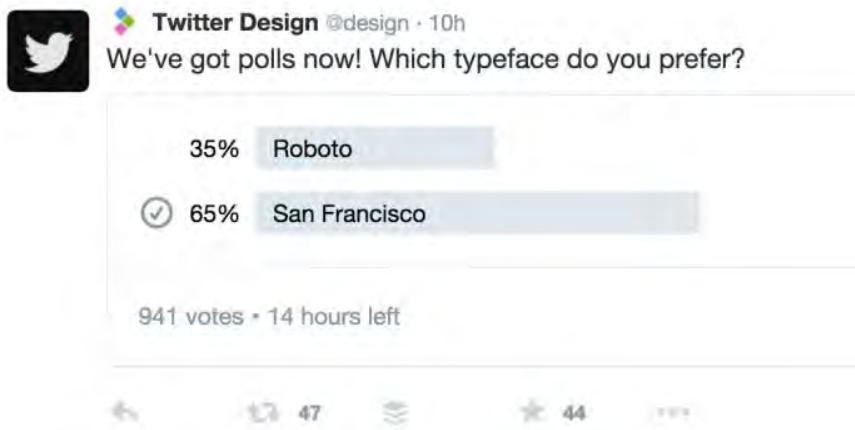



 **Twitter Design** @design · 8h
We've got polls now! Which typeface do you prefer?

- Roboto
- San Francisco

Vote 893 votes · 15 hours left

Retweets: 47 Likes: 42



 **Twitter Design** @design · 10h
We've got polls now! Which typeface do you prefer?

35%	Roboto
65%	San Francisco

941 votes · 14 hours left

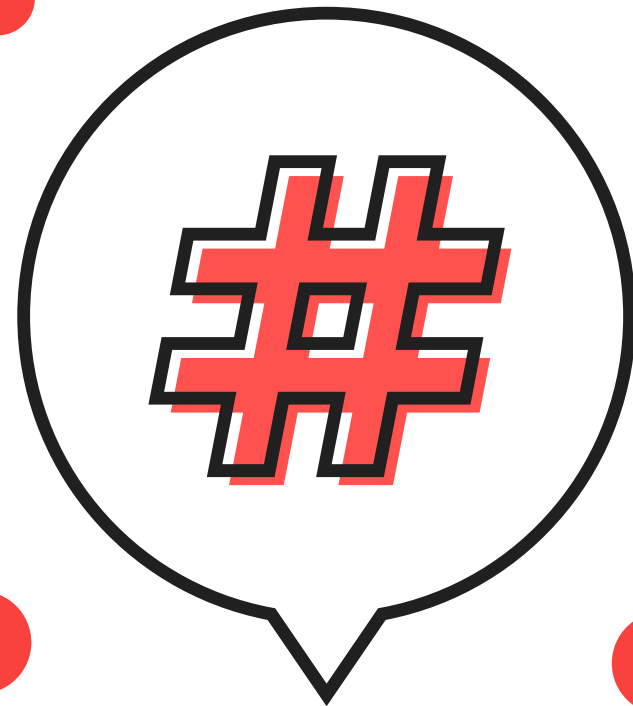
Retweets: 47 Likes: 44



Optimizing Twitter

Hashtags

- #HPOG
- #HPOGAnnual
- #2gen
- #HPOGPartnerships
- #HPOGEmployers



Optimizing Twitter

Twitter Lists

The screenshot shows a Twitter interface with a list titled "HPOG 2.0 Grantees". The list has 30 members and 0 subscribers. The list members are:

- WATCH Project** @watchhpog
- SC Social Services** @scsocialservice: Do not report cases of abuse or neglect on Twitter. Serving citizens of SC, ensuring the safety of children & adults who cannot protect themselves.
- Zepf Center** @ZepfCenter
- HPOG Buffalo** @HPOGBuffalo: The Buffalo and Erie County Health Professions Collaborative, offers paid training to eligible candidates for health care occupations that are in high demand.
- GPTCHB** @GPTCHB: We work to improve the health and well-being of the Native American peoples of the Great Plains region through tribal partnerships and public health practices.
- Kansas Commerce** @KansasCommerce: Kansas Department of Commerce. Empowering individuals, businesses and communities to achieve prosperity in Kansas.
- CSIU** @CSIU16: Education service agency serving pre-school and school-age students, educators, parents and administrators
- CAP Tulsa** @CAP_Tulsa: We're passionate about breaking the cycle of poverty. Early childhood education, family engagement and innovative research is how we do it.
- Central Community Co** @cconebedu: We serve some pretty amazing students in a 25 county area of Nebraska! Campuses in Columbus, Grand Island and Hastings, centers in Holdrege,

Recently added members:

- WATCH Project** @watchhpog
- SC Social Services** @scsocial...
- Zepf Center** @ZepfCenter
- HPOG Buffalo** @HPOGBuffalo

Footer text: © 2016 Twitter About Help Terms Privacy Cookies Ads info Brand Blog Status Apps Jobs Advertise Businesses Media Developers

Vertical text on the left: Building Pathways to a Brighter Future

REPORTING



Monthly / Quarterly Reports



SOCIAL MEDIA REPORT: MAY 2015

EXECUTIVE SUMMARY

Over the past month, the MBF Facebook and Twitter channels received 587 interactions (likes, comments, shares, mentions and retweets from 436 unique users, which generated nearly 2.6 million (2,594,806) impressions.

As a comparison, in April, the MBF Facebook and Twitter channels received 374 interactions from 342, which generated nearly 2.3 million (2,299,557) impressions.

Overall improvements month to month:

- Interactions were up by 48.7%
- Unique users were up by 27.4%
- Overall impressions were up 12.8%

Factors that may have contributed to that boost in engagement and reach include ramped up posting across channels to promote A Night at Roy's, live-tweeting from the event, more active cross-promotion between MBF and supporting organizations via tagging, and more community-focused content.

FACEBOOK

During the month of May, we gained 47 new fans, earned 20,584 impressions via 8,042 unique users and 577 stories (defined as likes, shares or comments) were shared by 451 users. Our top engaged cities for the month were Jacksonville, Tallahassee, Ponte Vedra Beach, Jacksonville Beach and St. Augustine.

TWITTER

During, we gained 40 new followers, received 19 mentions, 79 clicks on content and 25 retweets. Our influence score was measured as being in the 75th percentile and our engagement rate (our conversations with others) was marked in the 45th percentile.

INSTAGRAM

May was our strongest month of Instagram ever - we gained 21 followers, had several posts from A Night at Roy's that received likes in the double-digits, and had comments on our content for the first time!

YOUTUBE

Because our YouTube activity was nominal during the month of May, and because no new videos have been added in awhile, we pulled year-to-date stats for a benchmark so that we can mark our improvements moving forward:

Year-to-date numbers are as follows:

- 218 views
- 708 total minutes watched
- 3:14 minutes average view duration



SOCIAL MEDIA REPORT: MAY 2015

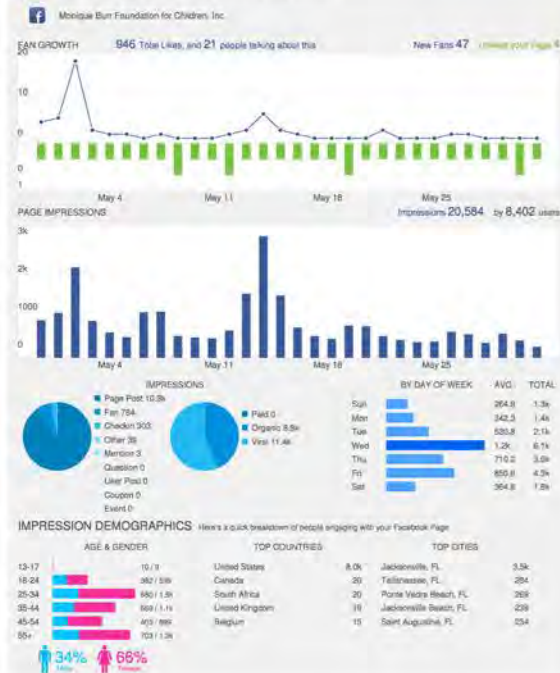
TOP POSTS ON FACEBOOK:

FACEBOOK PAGE REPORT

from April 20, 2015 - May 31, 2015



www.sproutsocial.com



Analytics Tools



Simply Measured



ENGAGING WITH HPOG



HPOG Facebook Page

Facebook URL: <http://facebook.com/HPOGProgram>



The screenshot shows the Facebook page for Health Profession Opportunity Grants - HPOG. The page header includes navigation tabs for Page, Messages, Notifications, Insights, and Publishing Tools. The main content area features a cover photo of two healthcare professionals in a hallway, with the HPOG logo and name prominently displayed. Below the cover photo, there are buttons for 'Create Call to Action', 'Liked', and 'Message'. The right sidebar shows performance metrics for 'THIS WEEK': 337 Post Reach, 52 Post Engagement, 0 Website Clicks, and 0 of 1 Response Rate. The left sidebar contains a search bar and various analytics, including a 0% response rate and 15K likes. The main feed shows a post from Allera Peterson, published 6 hours ago, about Maria's journey into a healthcare career.

Health Profession Opportunity Grants - HPOG
Government Organization

0% response rate, day or more to respond
Respond faster to turn on the badge

15K likes +14 this week
Hope Dedication Impact and Kata Jolley

337 post reach this week

View Pages Feed
See posts from other Pages

Invite friends to like this Page

Status Photo / Video Offer, Event +

Write something...

Health Profession Opportunity Grants - HPOG
Published by Allera Peterson (7) · 6 hrs ·

Maria has held on to the dream of a healthcare career for more than 20 years, and with the help of the Health CareerRx Academy at The WorkPlace, Maria is making her childhood dream a reality.
Learn how: <http://go.usa.gov/cUqYG>

Recent
2016
2015
2014
2010

HPOG Facebook Page

Examples of HPOG Grantee Engagement

Workforce Development Board 83 shared your photo.
January 14 at 10:35am



Health Profession Opportunity Grants - HPOG
January 13 at 9:14am

Did you know that HPOG grantees provide education and training across 42 different healthcare occupations?

The 5 most common are as follows:

- Nurse Assistant/ Medical Aide
- Medical Billing Specialist / Medical Office / Coding
- Medical Assisting / Medical Scribe
- Licensed Nurse Practitioner
- Phlebotomy Technician

To learn more about HPOG grantees, visit <http://go.usa.gov/ckF2j>.

Like Comment Share

Hog Buffalo shared your post.
December 30, 2015

Health Profession Opportunity Grants - HPOG
December 24, 2015

Healthcare certifications increase employability! Angela's life changed after losing her job working in the cosmetology field for 19 years. She enrolled at Southland Health Care Forum and received free training and no student loan debt. She is now working as a Care Coordinator making livable wages for her family.

Check out the link to read her story!



Southland Health Care Success Stories

The Southland Health Care Forum has a program completion rate of over 90 percent. Read our graduates inspiring stories and buy products that will help students like them find success through Southland Health Care! Angela C. Angela was facing homelessness. Now she is being promoted. Angela was a cosm...

COLLECTIVEBENEFIT.COM

Like Comment Share

HPOG Twitter Profile

Twitter URL: <http://twitter.com/HPOGProgram>



The screenshot shows the Twitter profile for HPOG (@HPOGProgram). The profile includes a blue header with navigation icons (Home, Moments, Notifications, Messages) and a search bar. The profile picture is a blue square with an orange stethoscope. The bio states: "The Health Profession Opportunity Grants (HPOG) program is administered by The Office of Family Assistance (OFA). Follows & RTs do not equal endorsement." and provides the website acf.hhs.gov/ofa/programs/h.... The profile statistics are: 587 Tweets, 136 Following, 197 Followers, 57 Likes, and 1 List. The main content area shows three tweets. The first tweet from 7 hours ago mentions Maria's career in healthcare and includes the link go.usa.gov/cUqYG. The second tweet from Feb 11 mentions the team at @SUNYSCCC and includes the link youtu.be/kpR_XgcW8LU. The third tweet from Feb 10 mentions @USDA's SNAP E&T and includes the link goo.gl/4scPjx. On the right side, there is a "Your Tweet activity" section with a bar chart showing impressions over the last week, and a "Who to follow" section with recommendations for @EPA, @WorkforceInvest, and @ksatnews.

Home Moments Notifications Messages Search Twitter Tweet

HPOG @HPOGProgram
The Health Profession Opportunity Grants (HPOG) program is administered by The Office of Family Assistance (OFA). Follows & RTs do not equal endorsement.
acf.hhs.gov/ofa/programs/h...
Joined January 2014

26 Photos and videos

HPOG @HPOGProgram · 7h
Maria is making her dream of having a career in #healthcare a reality with help from @TheWorkPlace_CT. Learn how! go.usa.gov/cUqYG

HPOG @HPOGProgram · Feb 11
The team at @SUNYSCCC uses out-of-the-box thinking to create motivating lessons for their CNA students. youtu.be/kpR_XgcW8LU #HPOG

HPOG @HPOGProgram · Feb 10
Learn more about @USDA's SNAP E&T and other potential funding opportunities for your program here: goo.gl/4scPjx #ReadytoWork

Your Tweet activity
Your Tweets earned 2,177 impressions over the last week


Who to follow · Refresh · View all
U.S. EPA @EPA
NAWB @WorkforceInvest
KSAT 12 @ksatnews

HPOG Twitter Profile

Examples of HPOG Grantee Engagement

 **CAP Tulsa** @CAP_Tulsa · 12 Oct 2015
Thank you to @tulsaworld for sharing the great news about our CareerAdvance program! tulsaworld.com/news/cap-tulsa...
@HPOGProgram

← ↻ 3 🍷 2 ...

 **Essential Pittsburgh** @esspgh · 4 Dec 2015
Program at @CCAC allows low income people to be trained for healthcare professions. At 8 we'll talk to Jodi Compano about @HPOGProgram grant

← ↻ 🍷 ...

 **WDC** @BECWDC · 5 Nov 2015
Want to learn more about @HPOGprograms and #jobs in #Buffalo & #Erie County? Contact us!

HPOG @HPOGProgram
Across the US, people are finding good jobs that improve the health of their communities. bit.ly/1RyzW8r #HPOG #BrighterFutures

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HPOG LinkedIn Page



LinkedIn URL: <http://linkedin.com/company/HPOG-Program>

ACF YouTube Channel

YouTube URL: <https://www.youtube.com/user/usgovACF>



The screenshot shows the YouTube channel page for the Administration for Children & Families (ACF). The channel name is "usgovACF" with 920 subscribers. The main banner features the ACF logo and the text "ADMINISTRATION FOR CHILDREN & FAMILIES". The video player displays "History of the War on Poverty" with a timestamp of 0:06 / 2:45. The video description states it was presented at the 2014 CED Grantee Conference and discusses the 50th Anniversary of the War on Poverty. The "Featured Channels" section includes the U.S. Department of Health & Human Services, The White House, HRSA, and CMSHHSgov.

ACF
ADMINISTRATION FOR
CHILDREN & FAMILIES
ACF website

usgovACF **Subscribe** 920

Home Videos Playlists Channels About

History of the War on Poverty
2,116 views 1 year ago
This video was presented at the 2014 CED Grantee Conference. The theme of the conference was the 50th Anniversary of the War on Poverty. This video provides a background and history of the War on Poverty and where we are as a country 50 years since the effort to expand economic opportunity began.

Featured Channels

- U.S. Department of Health & Human Services** **Subscribe**
- The White House** **Subscribe**
- HRSA** **Subscribe**
- CMSHHSgov** **Subscribe**

HPOG YouTube Playlists



PLAYLISTS ON YOUTUBE

HPOG Lightning Talks:

<http://bit.ly/HPOGLightningTalks>

HPOG Orientation Webinar:

<http://bit.ly/HPOGOrientationWebinar>

HPOG Grant Closeout Webinar:

<http://bit.ly/HPOGGrantCloseoutWebinar>

HPOG Annual Meeting Success Stories (2012):

<http://bit.ly/HPOGAnnualMeeting2012>

RESOURCES TO HELP



Social Media Reference Guide

The image shows a document titled "Social Media Reference Guide" with the HPOG logo. The main heading is "CONNECT WITH HPOG ON SOCIAL MEDIA". It lists four social media platforms with their respective handles and URLs:

- FACEBOOK**: /HPOGProgram, <http://Facebook.com/HPOGProgram>
- TWITTER**: @HPOGProgram, <http://Twitter.com/HPOGProgram>
- LINKED IN**: /HPOG-Program (needs to be set up prior to event), <https://www.linkedin.com/company/HPOG-program>
- YOUTUBE**: usgovACF (Recommend speaking with ACF about updating both the channel name & URL), **HPOG Playlist** (Recommend speaking with ACF about creating an HPOG-specific video playlist)

Below this is a section titled "FACEBOOK SPECS AND GUIDELINES" with the following content:

COVER PHOTO
Updating your cover photo periodically can be an effective way to generate awareness for events, celebrate successful participants or share other newsworthy items. Check out the HPOG Cover Photo template for help designing your cover photo.

- **Recommended Image Size:** 851w x 315h

PROFILE PHOTO

- Must be at least 180w x 180h
- Appears on your page at 160w x 160h
- Appears throughout the site at 32w x 32h

POST WITH LINK
When posting links to Facebook, the platform recommends using the embedded link option and then removing the original link from the post copy. You then have the option to edit the headline and link description, along with the option to use the thumbnail automatically generated by Facebook or uploading your own.

- **Recommended Image Size:** 1200w x 627h
- **Additional options:**
 - Square photo: Min. of 160w x 160h for newsfeed (left-aligned thumbnail)
 - Rectangular photo: Min. of 484w x 252h
- **Headline Line:** Approx. 105 characters
- **Link Description:** Approx. 165 characters

The footer of the document reads "SOCIAL MEDIA REFERENCE GUIDE".

In the works:

- HPOG Branding & Content Guidelines
- Content Calendar Template
- Rich Media Templates

QUESTIONS?

