Using Social Media to Meet Recruitment Goals

Heartland for Children’s Journey with Social Media

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Where we were....
SOCIAL MEDIA EXPLAINED

TWITTER  I'M EATING A #DONUT

FACEBOOK  I LIKE DONUTS

FOURSQUARE  THIS IS WHERE I EAT DONUTS

INSTAGRAM  HERE'S A VINTAGE PHOTO OF MY DONUT

YOUTUBE  HERE I AM EATING A DONUT

LINKEDIN  MY SKILLS INCLUDE DONUT EATING

PINTEREST  HERE'S A DONUT RECIPE

LAST FM  NOW LISTENING TO "DONUTS"

G+  I'M A GOOGLE EMPLOYEE WHO EATS DONUTS.
KEEP CALM AND FOSTER ON
FOSTER PARENT INFO NIGHT
SEPTEMBER 4TH
WWW.HEARTLANDFORCHILDREN.ORG
Is your child in the right car seat?

2015 Child Passenger Safety Laws:

- Children aged 0-3 must be seated in a separate carrier or integrated child seat.
- Children 4-5 years of age must be seated in an integrated child seat or child booster seat.
- Passengers ages 6-17 must use a seat belt while riding in any motor vehicle.

It is highly recommended that individuals who are under 4 feet 9 inches in height use a booster seat & that children remain in the rear-facing position until the age of 2. For more information on child passenger safety, visit www.safecar.gov/parents/Car-Seat-Safety.htm.
10 Ways to Build Your Child’s Self-Esteem

Show respect for your child in all you say and do

Listen attentively to what your child has to say

Encourage your child to think choices through

Expect the best, but explain that mistakes help us GROW

Fit family activities into each day

Set a good example by letting your self-esteem show

Empower your child by assigning tasks that need tending

Express your praise for all your child attempts or achieves

Teach your child to take pride in what he or she believes

Make sure your child knows that your love is never-ending

Heartland for Children

www.heartlandforchildren.org
CHILDHOOD MILESTONES

2 Months
- Smiles at the sound of your voice
- Follows you with their eyes as you move around a room

3 Months
- Raises head and chest when lying on stomach
- Grasps objects

4 Months
- Babbles, laughs, and tries to imitate sounds
- Holds head steady

6 Months
- Rolls from back to stomach and stomach to back
- Moves objects back and forth from hand to hand

7 Months
- Responds to own name
- Finds partially hidden objects

9 Months
- Sits without support
- Crawls
- Babble "mama" and "dada"

12 Months
- Walks with or without support
- Says at least one word
- Enjoys imitating people

18 Months
- Walks independently
- Drinks from a cup
- Says at least 15 words
- Points to body parts

2 Years
- Runs and jumps
- Speaks in two-word sentences
- Follows simple instructions
- Begins make-believe play

3 Years
- Climbs well
- Speaks in multi-word sentences
- Sorts objects by shape and color

4 Years
- Gets along with people outside the family
- Draws circles and squares
- Rides a tricycle

5 Years
- Tells name and address
- Jumps, hops, and skips
- Gets dressed
- Counts 10 or more objects
Loop the Lake
FOR CHILDREN 2015
Lifetime (Paid + Organic): 37,328  
Lifetime (Organic): 2320  
Lifetime Impressions (Total): 55657
How effective was the boost?

- **22,288** Paid Reach
- **558** Actions
- **$70.00** Budget Spent

### Actions

<table>
<thead>
<tr>
<th>Action</th>
<th>Count</th>
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<tbody>
<tr>
<td>Photo Clicks</td>
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<tr>
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<td>Comments</td>
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<td>Shares</td>
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**Add Budget $18**

Adding this budget will increase your reach to an estimated 26,000 - 70,000 people.
8,828 REACHED ORGANICALLY!

Paid reach is generally better, but organic reach can be great, too!
Adoption Recruitment: Print & Online

JORDAN, 15
Jordan is a nice, quiet, resilient young lady who enjoys music, hanging out with her friends and just being a normal teenager. She hopes to become a cosmetologist in the future. Jordan would thrive in an encouraging & supportive forever family!

ZACHARIAH, 9
Zachariah is loving, affectionate, talkative, & energetic. He enjoys coloring, riding his bike, skating, listening to music & dancing. He would flourish in an adoptive family that could provide structure, consistency, positive praise & encouragement!

COULD YOU BE ONE OF THEIR FOREVER FAMILIES?
There is a great need throughout the state of Florida for families to adopt school-age children and teenagers who enter foster care through no fault of their own, due to abuse, neglect or abandonment by their parents. Call (863) 519-8900 x 299 or visit heartgalleryofheartland.org for info on adoption in Circuit 10!
### Women

- **87%** Your Fans

### Men

- **12%** Your Fans

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<tr>
<th>Country</th>
<th>Your Fans</th>
<th>City</th>
<th>Your Fans</th>
<th>Language</th>
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<tr>
<td>United States of America</td>
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<td>French (France)</td>
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Data shown for a recent 1-week period. Times of day are shown in your computer’s local timezone.
Post Reach
The number of people your post was served to.
FACEBOOK LIKES

September 9, 2013: 0
July 1, 2014: 1,368
July 1, 2015: 4,395
Today: 4,435
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Don’t forget to follow us on Facebook!

facebook.com/heartlandforchildren