



## 2018 Commission and Committee Calendar - Amended

	<b>*Commission Meeting</b>	<b>Finance &amp; Administration</b>	<b>Program, Operations &amp; Planning</b>	<b>Early Childhood Evaluation Advisory</b>
	SMC Office of Education 101 Twin Dolphin Drive 1st Floor Conf. Room Redwood City, CA 94065	First 5 San Mateo 1700 S. El Camino Real, Ste. 405 San Mateo, CA 94402	SMC Office of Education 101 Twin Dolphin Drive 2nd Floor Conf. Room Redwood City, CA 94065	First 5 San Mateo County 1700 S. El Camino Real, Ste. 405 San Mateo, CA 94402
	4th Monday 4:00pm - 6:00pm	2nd Monday 9:00am – 10:00am	1st Monday 4:00pm – 5:00pm	3rd Monday 3:30pm – 5:00pm
<b>January</b>	1-22	1-8	1-8 (1-1 New Year's Day)	No Meeting
<b>February</b>	2-26	2-26 (2-12, Lincoln's Bday)	2-5	2-12
<b>March</b>	3-26	No Meeting	3-5	No Meeting
<b>April</b>	4-23	4-9	4-2	4-16
<b>May</b>	5-21 (5-28, Memorial Day)	5-14	5-7	No Meeting
<b>June</b>	6-25	6-11	6-4	6-18
<b>July</b>	No Meeting	7-9	7-2	No Meeting
<b>August</b>	8-27	8-13	8-6	8-20
<b>September</b>	No Meeting	9-10	9-10 (9-3 Labor Day)	No Meeting
<b>October</b>	10-22	10-15 (10-8, Columbus Day)	10-1	10-15
<b>November</b>	No Meeting	No Meeting	11-5	No Meeting
<b>December</b>	TBD	No Meeting	12-3	No Meeting

*\*2018 Commission Meetings Approved on Feb. 27, 2017 Commission Meeting*

### 2018 COMMITTEE MEMBERS, STAFF REPRESENTATIVES, PUBLIC MEMBERS\*

#### Finance & Administration

Pam Frisella  
Michael Garb

#### Staff

Kitty Lopez  
Khanh Chau

#### PROGRAM, OPERATIONS & PLANNING (POP)

Anne Campbell  
Sandra Phillips-Sved  
David Canepa  
**Harvey Kaplan, MD\***

#### Staff

Kitty Lopez  
Michelle Blakely  
Myra Cruz

#### EARLY ADVISORY EVALUATION

Louise Rogers  
Neel Patel  
**Tracey Fecher\***  
**Heather Cleary\***

#### Staff

Kitty Lopez  
Michelle Blakely  
Jenifer Clark

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# F5SMC Social Media Presentation

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December 11, 2017



RUNYON SALTZMAN, INC.

## Training Purpose

- The purpose of the social media training is to:
  - Expand knowledge about social media engagement.
  - Practice delivering compelling social media messages from brand advocates (you!).

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# Overview

- Social media today
- F5SMC online
- Social engagement
- Communication opportunities
- Practice!

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# Facts About Social Media

- 69% of online adults use social networking sites
  - 79% use Facebook
  - 32% use Instagram
  - 31% use Pinterest
  - 29% LinkedIn
  - 24% Twitter



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## Parents and Social Media

- 79 percent of social media-using parents say they get useful information via their networks, with 32 percent strongly agreeing (35 percent of mothers, 27 percent of fathers).
- 59 percent of social media-using parents have discovered useful information specifically about parenting via social media, with mothers (66 percent) more likely to do so than dads (48 percent).
- 74 percent of social media-using parents said they get support from their friends on social media (35 percent strongly agree—45 percent of moms and 22 percent of dads).

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## Why is Social Media Important?

- **Reach:** Provides scale and enables user to reach a global audience
- **Accessibility:** Social media tools are generally available to anyone at little or no cost
- **Usability:** Most social media does not require special skills
- **Timely:** Instantaneous response/posting



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# Why Multiple Platforms?

- Most adults use a variety of different social media venues
  - More than half of online adults (56%) use more than one of the five most popular social media platforms
- Different platforms will reach different target audiences
  - Instagram is used most by African-Americans and Latinos
  - Largest groups using Twitter and Instagram are 18-29 year olds
  - Facebook users skew toward their thirties
- Depending on target audience(s), some social media platforms are better for marketing than others

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## Facebook

Facebook allows for:

- Communication through status updates, photos, messages, live video and more
- Interaction and two-way communication with followers
- Provides useful information to your followers

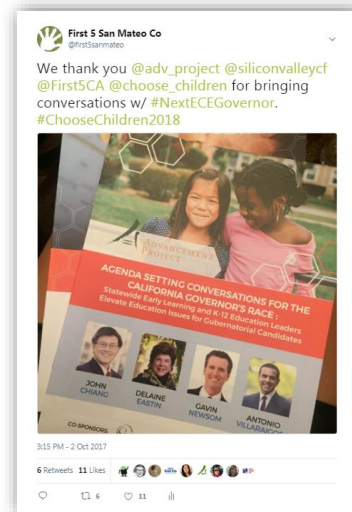


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# Twitter

Twitter allows for:

- Real-time updates, interactions and conversation with people and brands/organizations
- Short messages- 280 characters
- Finding like-minded people and similar interest profiles through hashtags

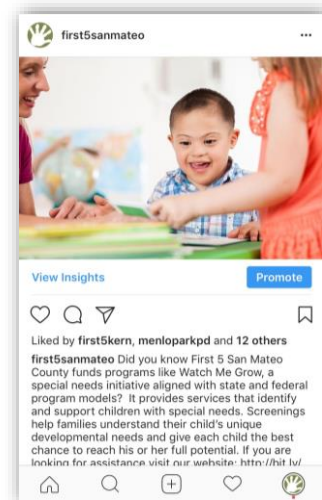


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# Instagram

Instagram allows for:

- A place where people find the visual identity of a business/organization
- Users/organizations can share a story and show-off personality in a visually and fun way
- Not only is it photo sharing platform but users can record live-video (like Facebook) and publish disappearing posts (like Snapchat)

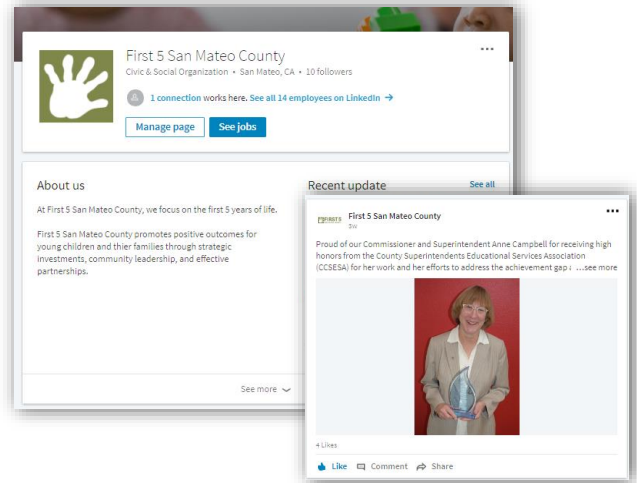


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# LinkedIn

LinkedIn allows for:

- Follow companies/organizations
- Have a professional presence/personal brand online
- List employees and/or see employee connects
- Post articles, photos, videos, like, comment and re-share



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# First 5 San Mateo County Channels

## Facebook

- Primary Audience: Parents/caregivers, funded partners
- Tactics: Tag profiles, post and share resourceful information

## Instagram

- Primary Audience: Parents/caregivers
- Tactics: Tag community programs, search for relevant hashtags, comment and like on relevant profiles

## Twitter

- Primary Audience: Influencers, community advocates
- Tactics: Tag profiles, use hashtags, retweets

## LinkedIn

- Primary Audience: Community organizations, companies, influencers
- Tactics: Share articles, like/ comment, follow other companies



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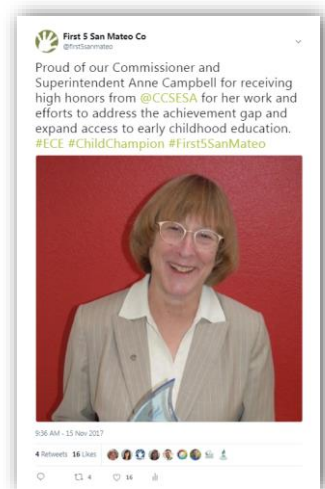
# First 5 San Mateo County Channels



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## Social Engagement

- **Like/React/Comment** –Liking, reacting and/or commenting on a post is the easiest way to engage online. Platforms such as Facebook and Instagram have been built with algorithm's that monitor engagement.
- **Retweet/Re-share** – When you share a F5SMC post, it then becomes visible not just to F5SMC's followers, but to your network as well.
- **Tag/Mention F5SMC** –Tagging a profile is also referred to as a mention. This means that in your post, you mention our profile, which then creates a link that will direct people to our profiles. To do so, you write out our name using "@" at the front, for example @First 5 San Mateo County on Facebook.



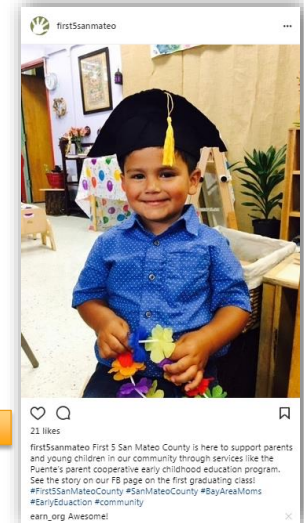
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# #Whatsthepointofhashtags

- A hashtag is a word or phrase comprised of letters, numbers, and/or emoji preceded by what was once referred to as the pound symbol (#)
- Hashtags categorize content/ conversations
- Click on a hashtag and you'll be able to browse posts that have been tagged with it
- Attach one to your own photo or video and it will be discoverable to anyone searching the hashtag

Hashtags



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## Get Social

Great opportunities for publishing original content including during:

1. Conferences and workshops
2. Community events
3. Funded partner events

### Sample Posts

At the @First5SanMateo immigration learning circle with @LegalAidSMC learning how to help families and children undergoing traumatic experiences.



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# Let's practice!



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