

Framing on Social Media



Social media can be an ideal platform for sharing your well-framed message. Every click, share, like, follow, and forward is an opportunity for your message to be repeated to an ever-widening audience.

As with any other communications channel, it is critical to use social media thoughtfully and strategically. Remember: **Framing on social media is not an add-on.** The question is not *whether* to frame on social media but *how* to frame on social media to support your broader goals.

When it comes to using your social media accounts strategically, keep these big-picture goals in mind:

1. Advance issue understanding and the overall reframing strategy.
2. Contribute to ongoing conversations while extending the reach of well-framed messages.
3. Build engagement with the public and like-minded organizations.

Detailed guidance for each of these goals, as well as examples of strategic social media posts, can be found below.



Goal 1: Advance issue understanding and the overall reframing strategy.

Your posts can build issue understanding as a regular part of your feed. To meet this goal, use the following guidance:

- Commit to intentionally designing some of your posts to build public understanding. This sample post highlights how schools can support developmental relationships.



Twitter Account @TwitterAccount

Relationships are fundamental to #teaching. We need more schools to recognize this by providing training + opportunities for teachers to forge stronger relationships with their students.

- Include a “headline” when you share a URL/link to a resource. The headline should capture the main idea you hope the public will take away from the resource. Keep in mind that many more people will see the post than will see the resource itself. So sharing resources strategically means making sure that the posts can stand on their own.



Facebook Account

March 16, 2020

Strong relationships are something we all need—but not something we all get. How can we provide all young people with opportunities to create positive relationships with the adults in their life?

bit.ly/2sSylJO

- Continuously use tested strategies such as the *Inclusive Opportunity* value and the *Roots of Success* metaphor in your social media posts to explain how developmental relationships nurture young people.



LinkedIn Account

High School Principle

#MotivationMonday: Young people’s success is rooted in developmental relationships with adults. You can help make sure all kids have the strong roots they need to grow and thrive! Learn how: bit.ly/2sSylJO

- Make sure that your posts—including any accompanying visuals—are not inadvertently cuing unproductive ways of thinking about your issue.

Goal 2: Contribute to ongoing conversations while extending the reach of well-framed messages.

Leveraging unique social media features, such as hashtags, helps you participate in conversations that are already happening in the public sphere. You can also increase the odds your message will be seen. To work toward this goal, do the following:

- Know which relevant hashtags are in use on different platforms. Some hashtags to keep in mind include: #YouthDevelopment, #Development, #Education, #EdReform, #Teaching, #EdChat, #Mentorship, #NationalMentoringMonth, #Relationships, and #DevelopmentalRelationships.
- Think strategically about which audiences are likely to look at which hashtags and tailor your posts accordingly. For example, parents are likelier to see #ParentingTips, while teachers might be likelier to see #Teaching.
- Capitalize the first letter of each word in your hashtag to make your hashtags accessible to people who use screen readers.

Goal 3: Build engagement with the public and like-minded organizations.

Advocates can change a conversation about a social issue more quickly, and more meaningfully, when they take a collective impact approach to diffusing new ideas and a new narrative. Use the *social* nature and features of social media to fully tap that potential. To meet this goal, use the following guidelines:

- At the launch of any new project, collaboration, or event, follow the relevant people and organizations on all social media accounts.
- Mention or tag your partners as often as possible. Event announcements and resource shares are especially well-suited for this.
- Re-post or share blog posts that are relevant to your work. But be careful who you amplify and echo—contrary to disclaimers, re-posts and retweets are generally interpreted as endorsements.