Getting the Word Out About Dads: From Messaging to Marketing to Social Media

Presenters:

Madeline Miller, Campaign Director, The Ad Council, New York, New York

David Miller, Social Media Manager, National Responsible Fatherhood Clearinghouse, Washington, D.C.
Four Attributes of Great Campaigns

- Clear & Single-minded
- Relevant
- Tangible
- Emotional Component
Developing a PSA Campaign

- Identify an actionable PSA proposition
- Identify a core target audience
- Do your research
- Resist the temptation to say too much
- Let the website do the heavy lifting
- Establish clear metrics for success
- Be patient

Exposure  Awareness  Engagement  Impact
Local Media & Building Media Relationships

• National campaign can work alongside local PSA efforts

• Local + national campaign = increased awareness and relevancy

• Majority of donated media is local

• Strengthens your media base and opens door for future requests

• Can extend your media exposure throughout the year
Top 6 Media Outreach Tips

1. Connect the issue and the PSA campaign to the community

2. Create an outreach plan:
   • Identify your best media prospects and targets
   • Schedule outreach

3. Prepare your “pitch” and key talking points
   • Anticipate and prepare answers to questions
Top 6 Media Outreach Tips (Con’t)

4. Make an “ask”
   • Leave behind a packet of information and PSA materials.

5. Keep the media in mind
   • Keep the media informed
   • Invite the media to your events

6. Close the loop
   • Respond quickly to unanswered questions
   • Acknowledge your media supporters
Social Media
Getting Started

• Create social media policies
• Define your audience (ex. NRFC- Researchers, policy makers, professionals & fathers)
• Determine frequency of posting
• Research topics
• Create social media calendar
Social Media Integration

- Choose the right social media networks
- Set measurable social media goals
- Brand your social media profile pages
- Content quality over quantity
- Monitor social media analytics
Social Media Content Strategies

• Analyze your competition’s social media presence
• Establish your voice (consistent tone and messaging)
• Maximize articles, photographs, video, quote and other content
• Use metrics to improve engagement (shares, likes & comments)
Anatomy of a Post

What challenges do step-fathers face? What advice would you give new step-fathers? @Mrdad fatherhoodrocks
Engagement Tips

- Maximize Hashtags
- Images increase engagement
- Tag influencers
- Respond to positive and negative feedback
- Content matters
Questions and Answers
Stay in touch with us!

Contact Information:

David Miller
Social Media Manager,
National Responsible Fatherhood Clearinghouse
dmiller3941@gmail.com

Madeline Miller
Campaign Director, The Ad Council
mmiller@adcouncil.org