

Using Social Media as a “Friendraiser”

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For many of us, missing a morning review of our Facebook or Twitter feed is a lot like skipping out on breakfast — we feel lost without it all morning, and we crave sustenance by noon.

As our society shifts toward using social media as a primary information source, businesses and organizations can no longer afford to ignore the use of these sites in their communications efforts. According to recent studies, 67 percent of U.S. adults are using social media. Of those adults, the following percentages show their use of popular social media sites:

- 67 percent use Facebook
- 20 percent use LinkedIn
- 16 percent use Twitter
- 15 percent use Pinterest

For businesses and organizations targeting youth, social media is even more important. Nearly eight in ten teens have Facebook profiles, and one in four teens has a Twitter account. As our youth immerse themselves in the latest smartphones, tablets and laptops, it is important to make connections with them in ways that are relevant to their everyday lives.

In addition to using social media, our society has become increasingly dependent upon technology, especially smartphones. Nearly 40 percent of smartphone users access social media sites on their phones, with 28 percent of users doing so on a daily basis. With the advent of social media apps that can now be downloaded on numerous devices, we will only see those levels of use increase in the coming years.

So what can you do to integrate social media into your business or organization's communications efforts? Start by creating a social media plan that outlines messages you'd like for your audience see, and incorporate it into your general communications plan. Then, enlist the help of staff, committee members and partners to incorporate your messages into their normal social media activities.

When it comes to using social media, CADCA gives this advice: “Our belief is that social media technology can enhance social interaction in ways few other tools can, and it can expand your work by reinforcing much of what you do in the physical reality. We must come to realize the overall social media goal is ‘friendraising.’” KFP offers the following messages to help get you started.



About 10 percent of 12 year olds say they've tried alcohol. By age 15, that number jumps to 50 percent. KFP and SAMHSA encourage you to talk to your children about alcohol. The sooner you do, the greater chance you have of influencing their decisions about drinking. For ideas on what to say, visit <http://goo.gl/KPUue>.



Children and youth who eat dinner with their families 5-7 times per week are more likely to be drug-free! #FamilyDay #KFP



Underage drinking can have serious consequences, such as legal problems, failure at school, unprotected sex and damaged relationships. Parent disapproval is the number one reason kids say they don't drink. You can make a difference. Join KFP and Teen Thinking in stopping underage drinking. Visit www.kansasfamily.com or www.teenthinking.org today.



Want to talk to your child at dinner but don't know how to start? Visit www.kansasfamily.com for conversation starters #FamilyDay #KFP



Today, I'm joining KFP, teens, parents, teachers and other citizens across America in celebrating Red Ribbon Week (October 23-31), the oldest and largest drug prevention program in the nation. Join me. Take the pledge: www.redribbon.org/pledge



A Healthy Me is Drug Free – and that's why I'm celebrating #RedRibbonWeek with #KFP October 23-31



In 2010, the use and effects of underage drinking cost the U.S. \$62 billion. Help KFP and SAMHSA prevent underage drinking by talking to kids about alcohol as early as nine years old. For tips on getting the conversation started, visit <http://goo.gl/rJS71>.



Allowing minors to drink in your home can cost you a \$1,000 fine and 365 days in jail #TeenThinking #KFP



Did you know that children and youth who eat dinner with their families are less likely to use substances and more likely to do well in school? For ideas on celebrating Family Day and getting your family dinners started, visit www.kansasfamily.com.



Parent disapproval is the number one reason kids say they don't drink. Your kids are listening. Are you saying anything? #TeenThinking #KFP



It's Red Ribbon Week and I'm taking a stand against alcohol, tobacco, marijuana and other drugs. Join me and KFP by taking the pledge to live drug free at www.redribbon.org/pledge.



They really do hear you. Talk to your child about underage drinking. For tips, visit <http://goo.gl/lpp2m> #TalkTheyHearYou #KFP