



Here's How to Become a VKB Social Media Advocate

Connecting Families and Kids through Social Media

Did You Know

Social media is about connecting people to people. VKB content shared through individuals is **24 times more likely to be seen** than content posted on VKB's pages alone.

Your voice amplifies the voices of hundreds of vulnerable kids looking for safe, caring families and homes across our state.

Sharing what matters to you is an easy way to help kids in care. Everyone can be an influencer in their own way.

Help Grow Our Following

- Invite your friends to check out VKB's page @vakidsbelong. You can invite from your personal page using the 3 dots functions. (FB)
- Tag VKB in your posts using @vakidsbelong
- Use one or more of our hashtags to help build connections for the algorithms.
#empoweringtheirfuturesVKB
#brighterfuturesVKB



What to Share

While all of our posts can be shared, kids waiting for adoption are our top priority. YOU could be the reason a child finds a permanent family. Please share whatever posts resonate with you and your network.

- I Belong Project videos and photo collages that highlight kids
- Foster Friendly Business Shout-outs
- Special Events or Urgent Needs

When to Share

VKB normally posts new content in the evenings unless it is time sensitive. New videos are usually posted in the late afternoons. Commenting and **sharing the kids' videos in the first 24 hours** is very helpful to extend their reach. Other content may be shared as you see it.

Where to Share



Social Media Tips

REACTIONS

All reactions are not the same. Facebook algorithms rank a **LOVE** or **CARE** higher than a Like. To help more people see our posts please use the more powerful reaction buttons.

SEE EVERY POST

Update your Follow Settings using the three dots next to the page name. Update your News Feed to **FAVORITES** from Default in FB or INSTA.

Update your Notifications on Videos to **STANDARD** from Highlight to see more. Don't forget to save your changes.

COMMENTS

Commenting on posts helps social media platforms determine a post is worth sharing with more people.

Use three or more words. Ask questions and start a conversation!

Sharing Tips

SHARING EVENTS

- When sharing events add a comment to your post or tag a friend you know is interested.
- Mention if you are planning to attend or have attended a similar event in the past .
- Highlight the purpose for the event in your comments.

SHARING NEEDS

- When sharing needs, add a comment to your post if you are helping.
- Invite others to participate in meeting the need or by sharing it with their friends,
- Note any deadlines and follow up in comments to let friends know if the need is covered.

SHARING KIDS' VIDEOS

- For the safety of our kids, please share video posts as they are in our post in their entirety. Shorter reels are available on IG which can be shared in Stories.
- Tag friends that may be looking to adopt.
- Use # (hashtags) that match the ones in the original posts.

SHARING SHOUT-OUTS

- Add your own thank you to the business/organization being highlighted.
- Tag the business in your comment. by using the @ symbol in front of the name and select the correct account or copy the tag from the original post.

Disclaimer: Social media works differently on computers vs. phones so not every tip may work across all platforms.

Content Creation

QUESTIONS

Our social media strategy includes building awareness around the challenges of foster care. If you have a question or something you would like more information about let us know.

STORIES

Social media is intended to be a place to share lived experiences. If you have a foster care related story that somehow connects to VKB we would love to talk with you about sharing it. Reach out to connect@vakidsbelong.org.

RESEARCH

Help us track the most important facts and figures related to foster care. Let us know if you see new information coming from reporting agencies or find out places you can watch.

THANK YOU

for your efforts to help kids in care through social media!