RIDING THE COOL WAVE

Effective Techniques in Reaching Teen Audiences

DAWN CRAWFORD -- @BCDCIDEAS
Who We Are

• Full service communications & fundraising agency that works exclusively with nonprofits across the country

• 12+ years of dedicated nonprofit experience paired with 7+ years of corporate advertising experience

• bcdcideas.com
Nonprofit Communications

- Media Relations
- Social Media
- Branding
- Messaging
- Campaigns
- Strategy & Planning
- Websites
- Videos
- Graphic Design
- Fundraising Campaigns
- Trainings
- Market Research
Smile You’re on Snapchat!
Unlock the world of teens through emojis
Lesson #1

BE AUTHENTIC
Authentic Voice

#LikeAGirl
Go To The Source: Ask Teens

- Hold focus groups
- Do online polls
- Create peer action groups
- Get used to texting
Solid Call to Action

• Keep CTAs simple - #YouHadONEJob
• Get them to your website
  Make sure it’s mobile ready!!!
• Make it simple and easy to do
BEFRIEND THEM
Lesson #2

ONLINE WORKS
Mobile

- 95% of teens use the internet
- 78% of teens now have a cell phone, and almost half (47%) of those own smartphones. That translates into 37% of all teens who have smartphones, up from just 23% in 2011.
- One in four teens (23%) have a tablet computer, a level comparable to the general adult population.
- 25% are “mostly cell-users”
  
  ►Pew Research “Teens and Technology 2014”
Social Media

Oct 2013 - MediaBistro “Changing Landscape of Teens and Social Media”
Everybody is doing it
Social Usage

Facebook, Instagram and Snapchat Top Social Media Platforms for Teens
% of all teens 13 to 17 who use ...

- Facebook: 71%
- Instagram: 52%
- Snapchat: 41%
- Twitter: 33%
- Google+: 33%
- Vine: 24%
- Tumblr: 14%

Different social media site: 11%


PEW RESEARCH CENTER
# Income Disparity on Social Media

## Snapchat More Likely to Be Used Most Often by Wealthier Teens; Facebook Most Popular Among Lower Income Youth

<table>
<thead>
<tr>
<th>Income Level</th>
<th>Percentage Using Most Often by Household Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $30,000</td>
<td>Facebook: 19%  Instagram: 19%  Snapchat: 7%  Twitter: 3%</td>
</tr>
<tr>
<td>$30,000 - $49,999</td>
<td>Facebook: 46%  Instagram: 10%  Snapchat: 7%  Twitter: 3%</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
<td>Facebook: 46%  Instagram: 9%  Snapchat: 8%  Twitter: 3%</td>
</tr>
<tr>
<td>$75,000 - $99,999</td>
<td>Facebook: 35%  Instagram: 12%  Snapchat: 8%  Twitter: 3%</td>
</tr>
<tr>
<td>$100,000+</td>
<td>Facebook: 31%  Instagram: 15%  Snapchat: 8%  Twitter: 3%</td>
</tr>
</tbody>
</table>

Source: Pew Research Center’s Teens Relationship Survey, September 25-October 9, 2014 and February 10-March 16, 2015 (n=1,018 teens ages 13 to 17). PEW RESEARCH CENTER
Key to Social Engagement

- Grow Your Base
- Pay For Clicks
- Content is King
Grow Your Base

- Get more people to like your accounts - Facebook page, Twitter account, Snapchat
- Ask for sign-ups via text or education material
- Pay for follows and fans
  - It’s going to cost at least $2 per young person fan in most North Carolina communities
Content is King

- Update your account regularly
  - Facebook - 2 times a DAY
  - Twitter - 4-8 times a DAY
  - Instagram - Once a day
  - Snapchat - Once at day, at least

- Make it teen focused voice + content
  - Teens do not want to hear about meetings 😞
  - Teens do want to hear about other teens like them, success stories and good information 👍
Pay for Clicks

- Pay for Ads on Facebook to Drive Traffic to your website
  - 8 cents a click!
- Experiment with Instagram ads on Facebook
- Twitter is wicked cheap - 3 to 5 cents a click - but not very dependable for payout
- Geofence with Snapchat
Facebook Ads Work!

- Your posts are only getting a 7-12% organic reach
- Small paid campaigns work
- Choose to “Boost” a for individual posts
- Create an ad for Likes and website clicks
- Even $100 a month for Page Likes and Boosts makes a difference
- Narrow by interest, zip codes and/or age

The pumpkin spice trend goes all the way...
Empower Teens
2013 Raleigh Little Theatre “Animal Farm”

- Trained teens to use social media to promote Community Theatre show
- Teens created a Flash Mob to promote
- Captured everything on a single blog on Tumblr
- They love to “make” stuff!
Online ads

- Top reason why teens go online, cited by 92% of respondents, is to find out information, ‘looking up things I don’t know.’

  According to Research Now, Feb ’13

- Bing/Yahoo is cheapest, but not as much volume
- Google is great for volume
- Narrow by zip codes
- Cannot narrow by age - *make copy age specific*
County Specific Reach
FY14 Playbook - TeenPlaybook.com

- Deployed ads on Google, Bing and Facebook
- Tackled 1 county in North Carolina
- Very effective but inexpensive
- Spending $200 a month
Lesson #3
THINK IRL
Do Actions With Them

A Sidewalk is not a Home

end teen homelessness

July 17-26

Runaways

@bcddcideass
Doctors Offices

- Fun, beautiful collateral
- Makes “choosing” fun
- Highlighted “fave” choices for teens
- Established a hashtag
Potty Side is Comms GOLD

- Posted these on the "potty side" of the bathrooms
- Used a QR code and a unique URL to track traffic
Lesson #4
THEY GET BORED FAST
Geek out about your knowledge about teens
QUESTIONS & COMMENTS

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