

RIDING THE COOL WAVE

Effective Techniques in Reaching Teen Audiences

DAWN CRAWFORD -- @BCDCIDEAS

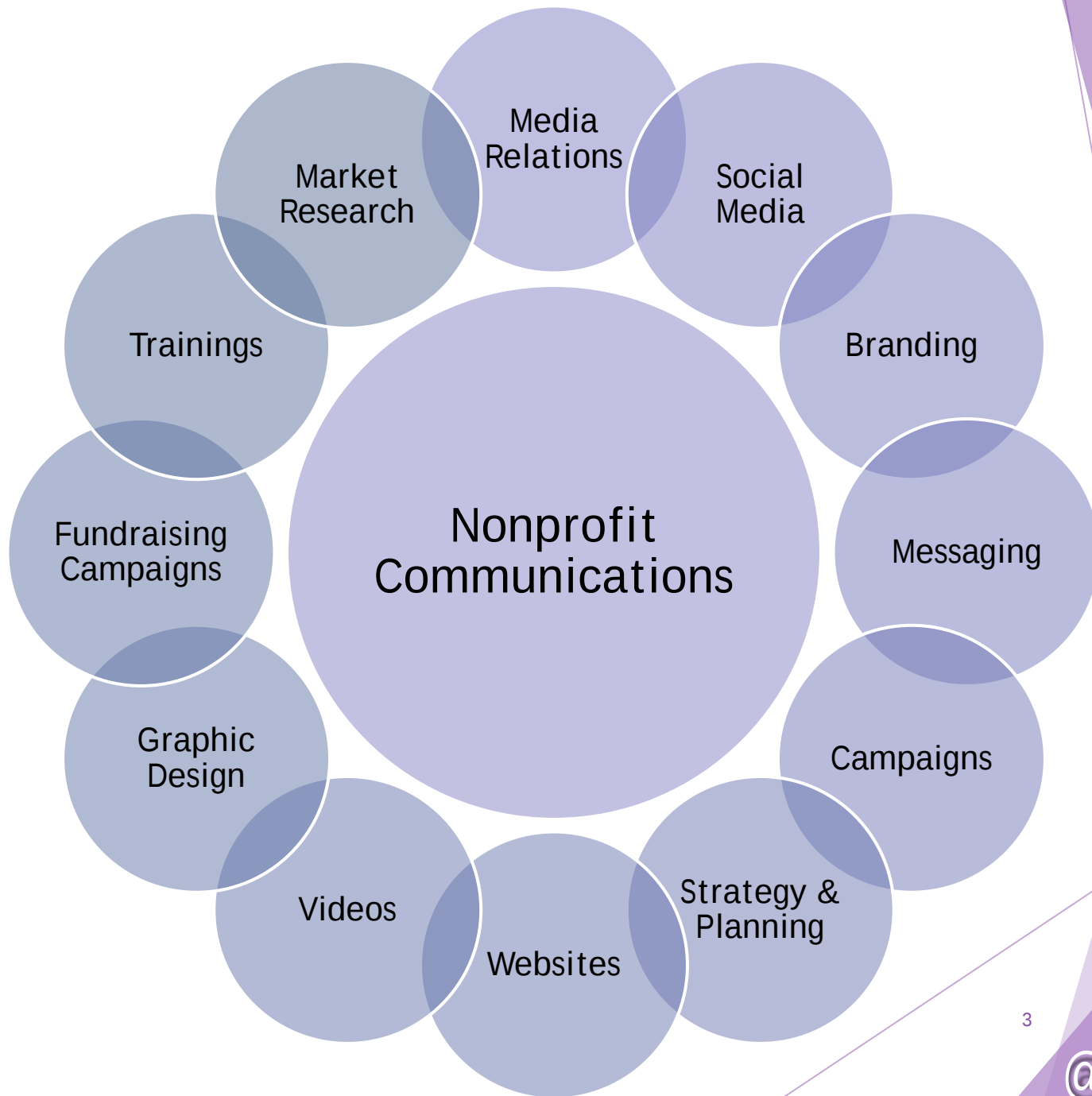


Who We Are



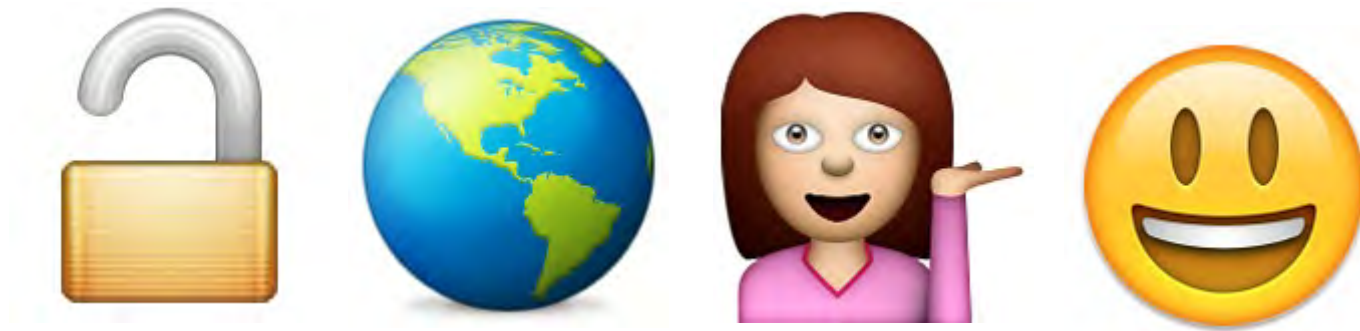
- Full service communications & fundraising agency that works exclusively with nonprofits across the country
- **12+ years** of dedicated nonprofit experience paired with **7+ years** of corporate advertising experience
- bcdcideas.com





Smile You're on Snapchat!

@bcdideas



Unlock the world of teens
through emojis



Lesson #1

BE AUTHENTIC

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Authentic Voice



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

The background features abstract, overlapping purple geometric shapes, primarily triangles and polygons, in various shades of purple, creating a modern and dynamic visual effect.

BEFRIEND THEM

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Lesson #2

ONLINE WORKS

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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”



I use text to
remind them to
do stuff & send
content

Social Media

Who Is Using Social Media?*



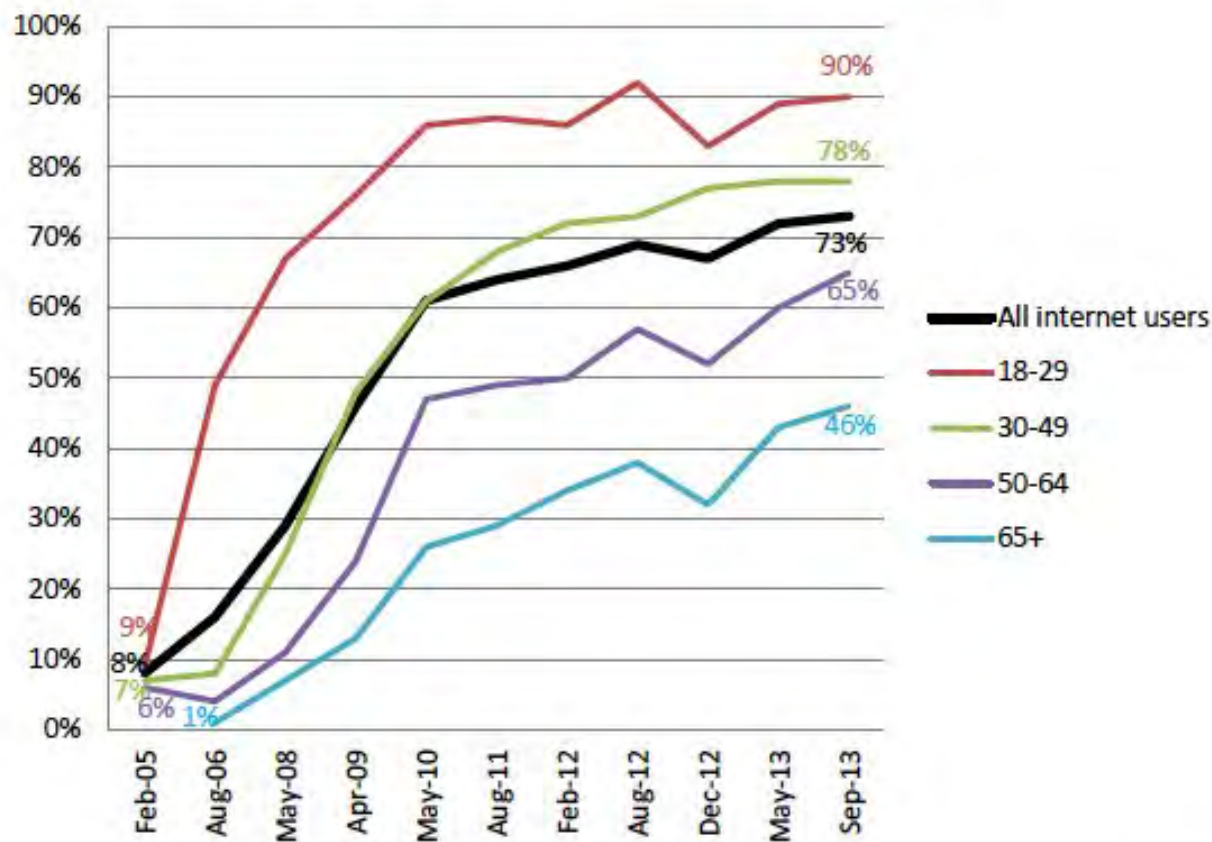
9 Out Of 10
Teenagers Have
Used Social Media.

Oct 2013 – MediaBistro “Changing Landscape of Teens and Social Media”

Everybody is doing it

Social networking site use by age group, 2005-2013

% of internet users in each age group who use social networking sites, over time

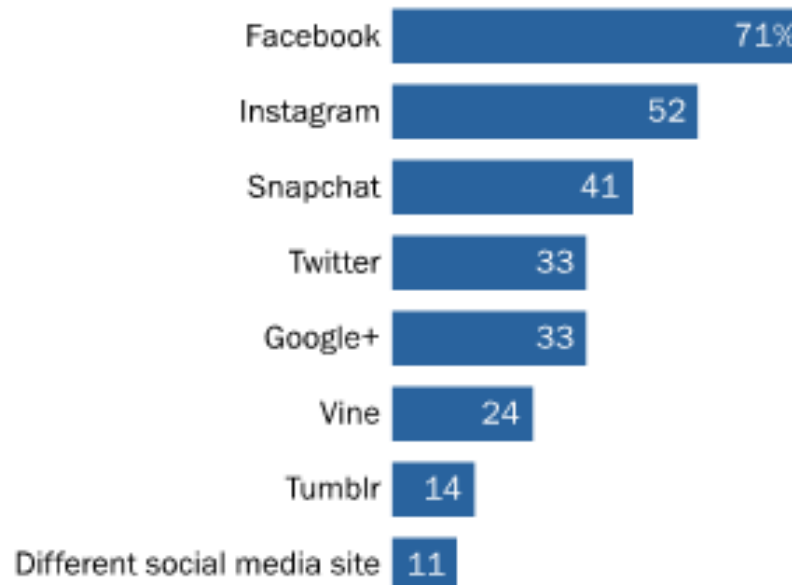


Source: Latest data from Pew Research Center's Internet Project Library Survey, July 18 – September 30, 2013. N=5,112 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on internet users is +/- 1.6 percentage points.

Social Usage

Facebook, Instagram and Snapchat Top Social Media Platforms for Teens

% of all teens 13 to 17 who use ...



Source: Pew Research Center's Teens Relationships Survey, Sept. 25-Oct. 9, 2014 and Feb. 10-Mar. 16, 2015. (n=1,060 teens ages 13 to 17).

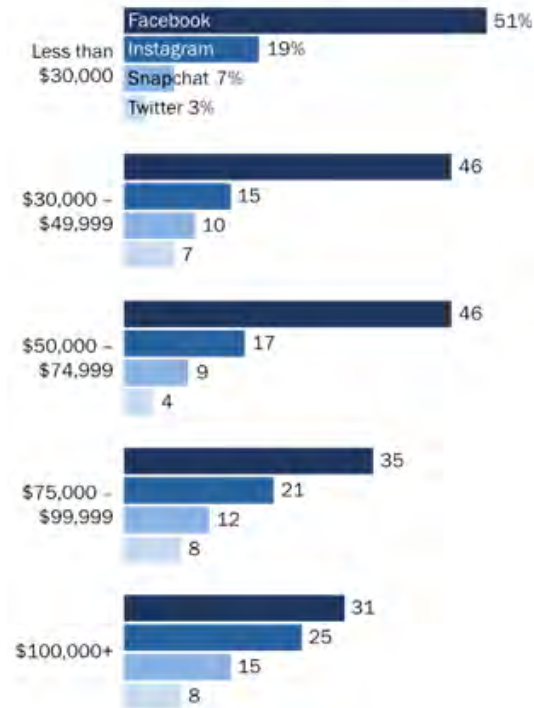
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Income Disparity on Social

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

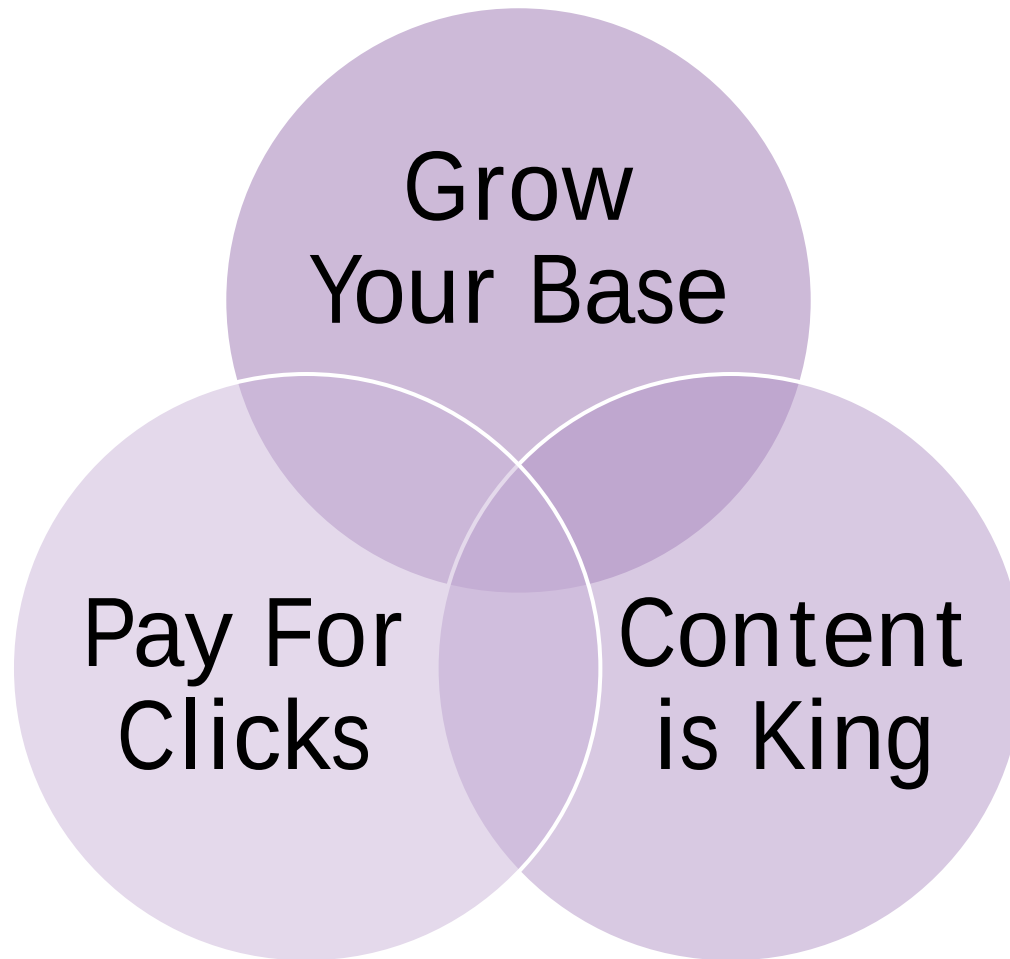
Among teens ages 13 to 17, the % of teens who use _____ most often, by household income



Source: Pew Research Center's Teens Relationship Survey, September 25-October 9, 2014 and February 10-March 16, 2015 (n=1,016 teens ages 13 to 17).

PEW RESEARCH CENTER

Key to Social Engagement



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



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.'

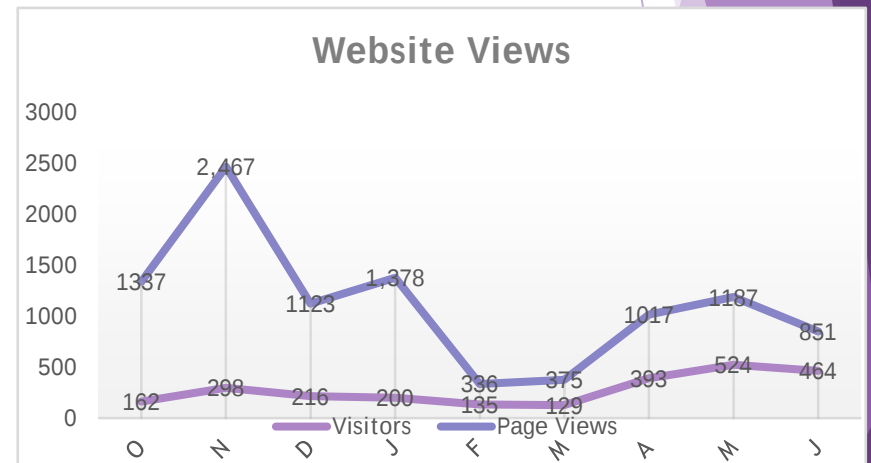
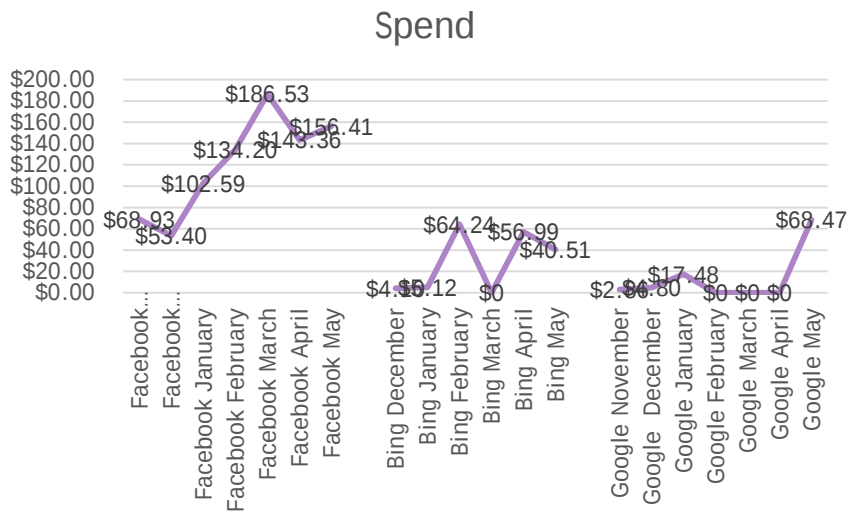
According to Research Now, Feb '13

- 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



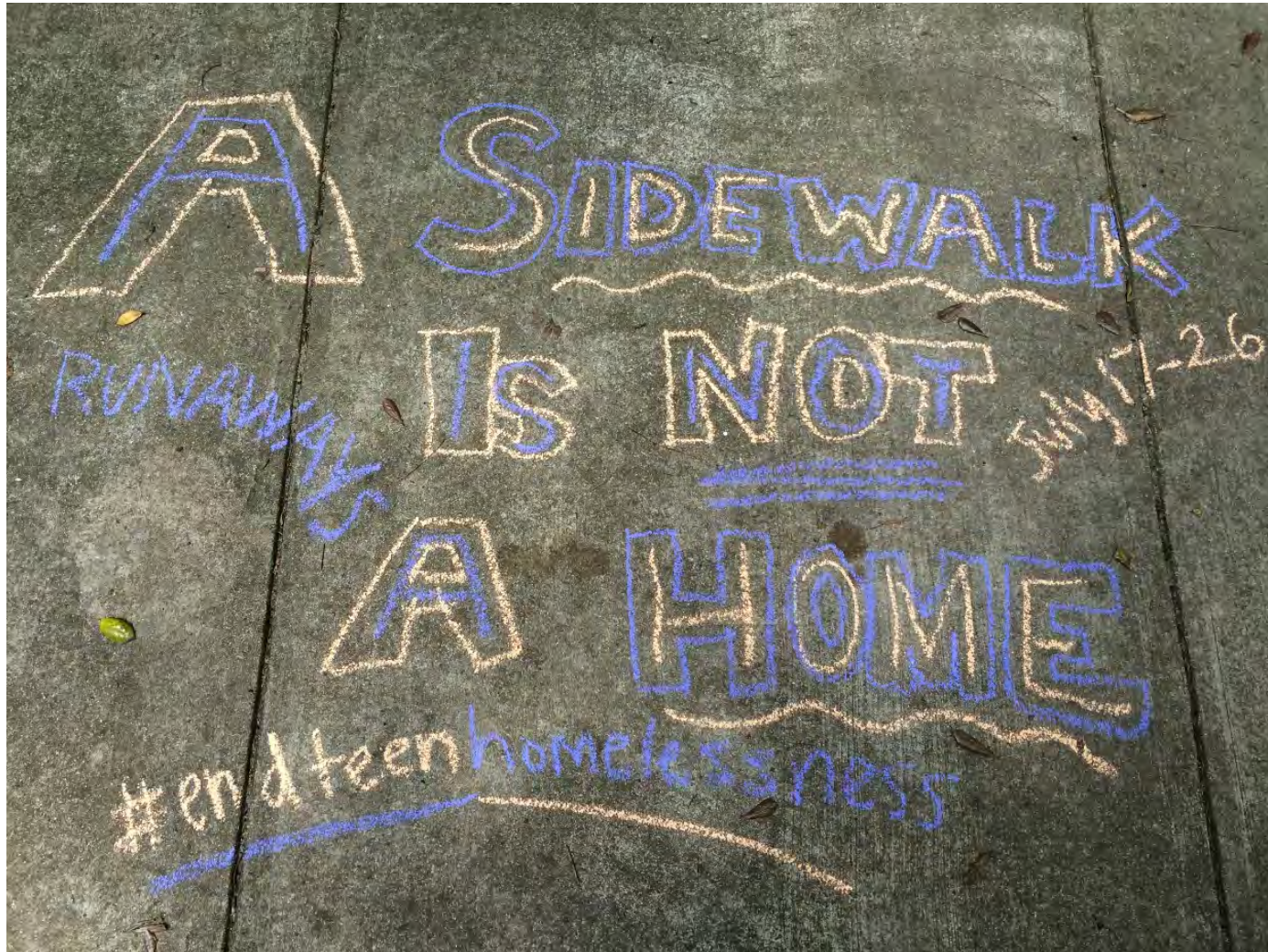


Lesson #3

THINK IRL

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Do Actions With Them



Doctors Offices

- Fun, beautiful collateral
- Makes “choosing” fun
- Highlighted “fave” choices for teens
- Established a hashtag



Potty Side is Comms GOLD

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There's a birth control perfect for you.

teenplaybook.org/findit_loveit



WIRAP

The Playbook is a program of the
National Campaign on Sexual and Reproductive
Health, Contraception, and Gender Equality

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Lesson #4

THEY GET BORED FAST



Geek out about your knowledge
about teens



QUESTIONS & COMMENTS

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