



SOCIAL MEDIA OUTREACH

WE NEED HELP.

Recently, All Girls Allowed received a \$2,500 donation from an individual who found our website online and clicked “donate”.

Without our volunteers increasing All Girls Allowed’s “online presence,” this woman would never have found us! This opportunity to help is especially cool for people who want to help in a non-financial way but still make a big impact. Think of it as knocking on doors and posting fliers, only you do it online!

Social Media Marketing is the perfect way to spread the word about All Girls Allowed because it is free and easy. Driving traffic to our website (allgirlsallowed.org) is the ultimate goal of all we do with social media; the way you choose to do this, though, is up to your creative mind.

The challenge is to motivate and stir up a passion in people’s hearts by exposing the issues in China as well as providing information about the hope that All Girls Allowed’s work is bringing. Here are some ways we have “knocked on doors and posted fliers.”

FACEBOOK

We manage our own page for All Girls Allowed. But we need help directing people there!

- 1.) Message friends, telling them you’ve become a volunteer for All Girls Allowed. Direct them to the website or your favorite video.
- 2.) Post All Girls Allowed content on your own wall.
- 3.) Find groups about Human Rights, China, Women’s Rights, Parenting, the One-Child Policy, Gendercide, Girls, etc., and post something asking them to check out All Girls Allowed. Here’s an example:

"This is a cool group for human rights issues! Have you heard of All Girls Allowed? All Girls Allowed is trying ending the killing of girls in China, one village at a time. Watch their videos here:..."

TWITTER

We manage our own Twitter as well, but we'd love for some of our volunteers to retweet our tweets, and point people to us on Twitter.

This will gain attention and more followers for us since people often follow us at others' suggestions. The right places to look for followers are in pro-life circles, feminist circles, Christian circles, youth/women's organizations, human rights circles and China circles. You can just search Twitter for those types of users, then let them know about All Girls Allowed.

Also, please tweet about All Girls Allowed on your own personal twitter account. And tell your friends to tweet about us too! One tweet from an influential tweeter could mean thousands of new people to All Girls Allowed's website.

CAMPAIGNS

Another creative aspect of using social media is designing campaigns to get others to really share with their friends about All Girls Allowed, get them to like us on Facebook, follow us on Twitter, and most importantly check out our website.

Let us know if you have ideas for how to gather behind a week of tweeting, a special event, a contest or other campaign. You can research campaigns that have been successful for other organizations and make suggestions based on these other successful ideas. So:

- 1.) Research similar organizations and campaigns they've done
- 2.) Put on your brainstorming hat and think up All Girls Allowed campaigns (online or offline).
- 3.) Help get others interested in joining the movement!

BLOGS

Using blogs to further our online presence is a little bit more challenging and time consuming, but is equally important in mobilizing supporters of our work. The first thing you have to do is find blogs that talk about similar issues as All Girls Allowed,

or that you think would stand up and strongly support the work All Girls Allowed is doing.

This can be anyone from a Christian home school mom and her network, to different pro-choice/pro-life bloggers, human rights student organizations, or fathers of pre-schoolers. Be creative! The goal with this can be to provoke conversation about the One-Child Policy in China and the problems it is causing or to try and get people talking about the work of All Girls Allowed. Three main things you can do are:

- 1.) Post a comment on a blog someone has written about our topics or similar ones—and include a link to All Girls Allowed’s website.
- 2.) Email bloggers and ask them to write about us AND add us to their blogroll (this is the list of links on the side of their website).

DISCUSSION GROUPS/FORUMS/ARTICLES

Discussion forums, online groups and even some news articles let people post comments and discuss issues together. For example, if the Economist magazine does an article about the One-Child Policy, their Facebook page and website will have a space for comments.

- 1.) Find forums discussing the value of women in China or India, the One-Child Policy, China, Human Rights, etc..
- 2.) Get involved by posting a comment and directing people to our homepage.
- 3.) Respond to particular people who seem to be on our side and encourage these people to visit the website.

EXAMPLES AND TRACKING

Now, this all takes some testing to see what works. An example, if you go to an adoptive parent’s blog, type something like: “This is a great blog! Would you consider checking out our non-profit organization that helps girls in China? You can learn more about it at <http://www.allgirlsallowed.org>.” This is different from what you might write on a blog of a Human Rights blogger.

We have access to analytics about where people come from when they arrive on our website, to help us see what is working. Try different things on different blogs or Facebook walls and try to keep a record of what you wrote and where you wrote it.

If you could just put the URLs in a spreadsheet and send it our way, that would help us see what you've tried! If you hear back from them, please record their response in your spreadsheet.

Ideas for websites/forums/blogs/Facebook pages that could be supportive of us: Adoption community, China Adoption Community, Pro-Life, Christian, Youth/Christian, Non-profit Human Rights, China, Women's Rights, Children's Rights, Parents, Social Justice, Feminists, Student Groups, etc.