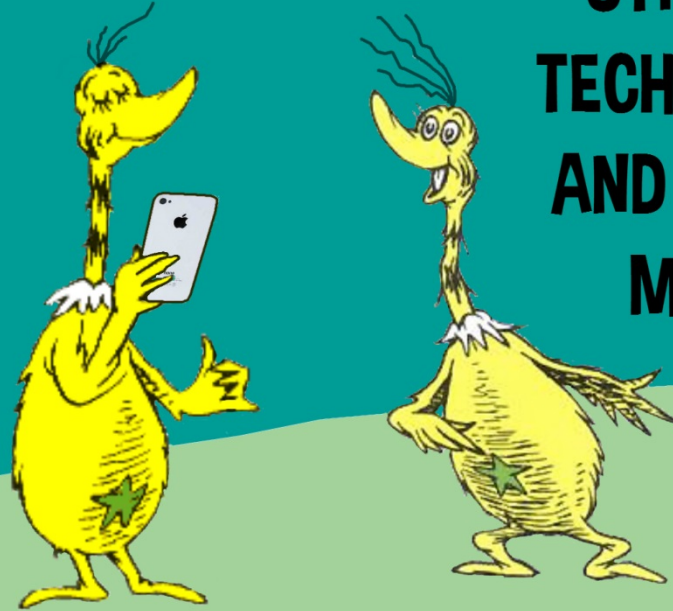


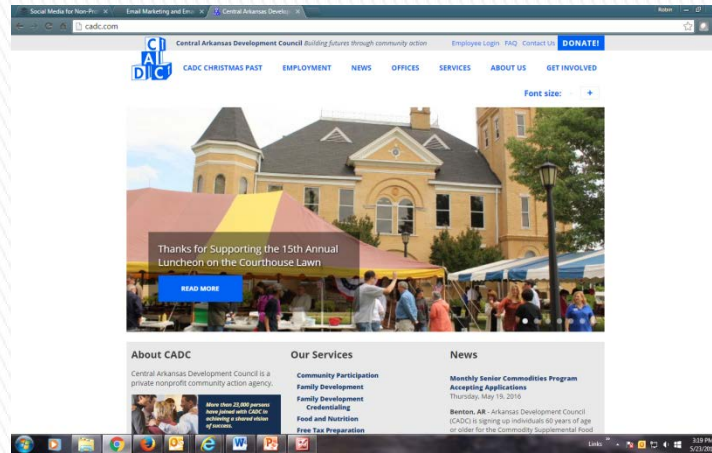
RE-TWEETING *The* SNEETCHES

UTILIZING
TECHNOLOGY
AND SOCIAL
MEDIA

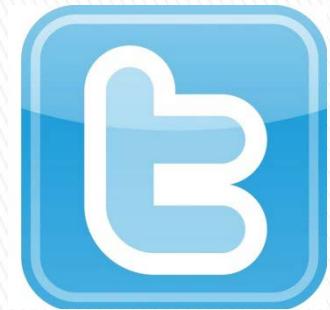


Social Media Tools

- ▶ E-Newsletters
- ▶ Facebook
- ▶ Twitter
- ▶ cadc.com
- ▶ You Tube



www.cadc.com



[@CADCComAction](https://twitter.com/CADCComAction)

Social Media Tools

- ▶ mynewsletterbuilder.com



- ▶ Unlimited emails each month
- ▶ Low yearly fee
- ▶ E-Newsletters
- ▶ Templates



2015 Low Income Advocates Leadership and Community Development Conference



Strengthening Relations with Law Enforcement



Reach for the Stars with Ron Anderson

As a teen, I was told that I'd never grow up to be

LET'S CELEBRATE!

CADC CENTRAL NEWSLINE

Thanks for Supporting ArkansasGives!



Thank you for growing the love for CADC during Arkansas Gives!

Overall, the one-day giving event on April 7th raised 4 million dollars for 600 Arkansas non-profits, including CADC. More than

Gurdon Senior Activity Center

OPEN HOUSE

CADC's Gurdon Senior Activity Center hosts a grand re-opening celebration on Monday, April 18 at 10 am.

The center re-located in early July 2015 after a weekend of heavy rainfall caused the roof to collapse.

www.facebook.com/cadcarkansas

Central Arkansas Development Council
Non-Profit Organization

Timeline

Search for posts on this Page

100% response rate, 23-hours response time
Respond faster to turn on the badge

289 likes +1 this week
Gene Freeman and 110 other friends

571 post reach this week

See Pages Feed
Posts from Pages you've liked as your Page

Status Photo / Video Offer, Event +

Write something...

Central Arkansas Development Council
May 20 at 1:58pm

Thanks to all who made the 15th Annual Luncheon on the Courthouse Lawn a success! You exceeded our expectations!

Recent

2016
2015
2014
1965

- ▶ Engaging Posts
- ▶ Promote events, staff achievements, etc.
- ▶ Photos
- ▶ Videos



How to Create Effective Posts

Short, visual posts created for the right audience are more successful.

[See All Page Tips](#)

PHOTOS



VIDEOS



CADC Benton Senior Wellness & Activity Center

Published by Robin Freeman (?) · May 10 at 1:52pm ·

The Waterfall at the CADC Benton Senior Wellness & Activity Center



1,018 people reached

[Boost Post](#)

422 Views



Like



Comment



Share



Message



Carol Terry Davis, Virginia McClure and 3 others

2 shares



Write a comment...



CADC Benton Senior Wellness & Activity Center

shared Central Arkansas Development Council's video.

Published by Robin Freeman (?) · May 10 at 1:49pm ·

[Promote](#)

THIS WEEK

11

Post Reach

9

Post Engagement

0

Website Clicks

0 of 0

Response Rate

2 days

Response Time

Recent

2015

2014

2013

2012



CADC Website



- ▶ News
- ▶ Calendar
- ▶ Rotating Graphic
- ▶ Success Stories
- ▶ Announcements
- ▶ Internal Staff Training
- ▶ Mobile Friendly

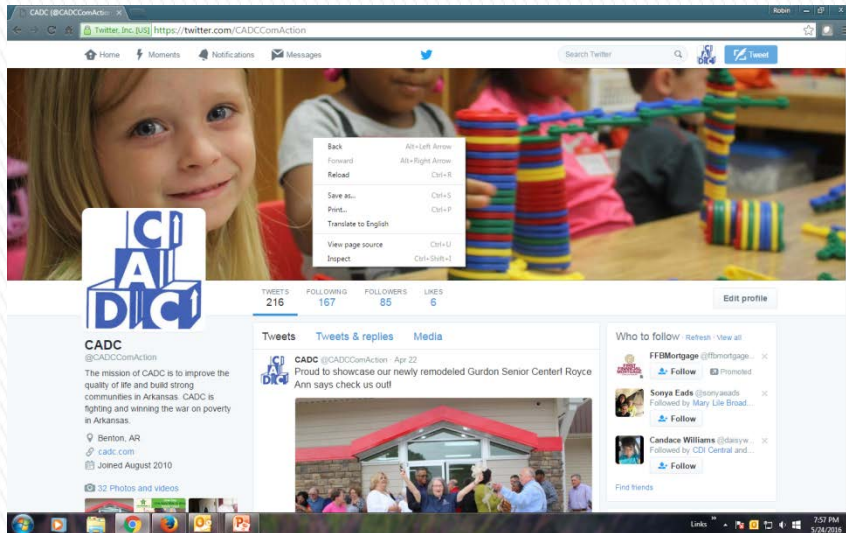
Internal Website Training Site



- ▶ Convert YouTube files to mp4 (video) or mp3 (audio) files
 - ▶ <http://www.clipconverter.cc/>
 - ▶ www.convertfiles.com



Twitter @CADCComAction



- ▶ <http://www.wikihow.com/Use-Hashtags-With-Twitter> for help on hashtags
- ▶ Tweet = 140 character update
- ▶ – Retweet (RT) = sharing another's tweet
- ▶ – Hashtag (#) = makes a word easily searchable
- ▶ – Mention (@) = notifies user you were talking about them
- ▶ – Direct message (DM) = allows you to privately communicate with other users

Goals

- ▶ Be engaging – capture people's attention
- ▶ Retain donors
- ▶ Acquire new donors
- ▶ Generate awareness – cross post



RE-TWEETING *The* SNEETCHES

UTILIZING
TECHNOLOGY
AND SOCIAL
MEDIA



Q & A

Robin Freeman

Planning Director

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