

<b>Meeting:</b>	<i>QPI National Social Media Call</i>		
<b>Date:</b>	Tuesday 4/25/2017	<b>Time:</b>	11:00 AM PT / 1:00 PM CST / 3:00 PM EST
<b>Call In:</b>	<a href="tel:800-977-8002">800-977-8002</a> Moderator Code 824951# Participant Code 484488#	<b>Note Taker:</b>	Celina Granato
<b>Invited:</b>	Meeting Notice and Invitation distributed by email to National QPI sites		
<b>Attendees:</b>	<p>"Alison Young" &lt;<a href="mailto:alison.young@ventura.org">alison.young@ventura.org</a>&gt;, clerical supervisor, filling in for management team</p> <p>Celina Granato, QPI Team</p> <p>Cindy Adams, Washoe County, Nevada</p> <p>Christina Kaiser, Devereux CBC</p> <p>Crystal Irving, San Diego County, Want to create county based social media to create wider variety of people</p> <p>David Brown, QPI Team</p> <p>Mikie Franklin, Washoe County, NV, Recruitment and Training, Foster Family and Adoption</p> <p>Kimberly Cardozo, Los Angeles County, new to QPI</p> <p>Caleb Orton, Clark County, policy and procedures development</p>		

**AGENDA:**

- 1) Introductions
- 2) Review of previous meeting
- 3) Featured speaker: Christina Kaiser-Director of Community Relations, Devereux  
Community Based Care of Okeechobee; the Treasure Coast  
<http://www.tcpalm.com/story/specialty-publications/your-news/st-lucie-county/reader-submitted/2017/03/28/foster-parent-recruitment-goes-online/99725208>
- 4) Q&A
- 5) Next Steps

DISCUSSION ITEMS	MEETING NOTES
Featured speaker: Christina Kaiser-Director of Community Relations, Devereux Community Based Care of Okeechobee; the Treasure Coast	<ul style="list-style-type: none"> <li>• Do not see myself as an expert in Social Media! Message: there is no end to the learning curve and it is always worthwhile to try something new no matter if you make mistakes.</li> <li>• We built an ad for Foster Parent Recruitment and linked it to Facebook page.</li> </ul>

<p>Website link  <a href="http://www.tcpalm.com/story/specialty-publications/your-news/st-lucie-county/reader-submitted/2017/03/28/foster-parent-recruitment-goes-online/99725208">http://www.tcpalm.com/story/specialty-publications/your-news/st-lucie-county/reader-submitted/2017/03/28/foster-parent-recruitment-goes-online/99725208</a></p>	<ul style="list-style-type: none"> <li>● Suggest three simple steps to better online recruitment: 1) BUILD the ad, 2) INCLUDE a link to your agency website page, and 3) RUN in advance for at least 30 days to foster parent training</li> <li>● We received an additional 500 clicks to our website for an ad that cost \$500</li> <li>● Important to be willing to give this time, and may need to educate team members about process.</li> <li>● Need to measure success in both short term and long term goals. Short term--traffic to website; Long term--see if more people are actually enrolling in your pre-service classes.</li> <li>● There were increased the likes of Facebook Page; that is important because it increases our presence in community.</li> <li>● Online Recruitment is meant to be a supplement to traditional/other recruitment efforts. See Social Media to increase presence in community, but not as a direct recruitment tool.</li> <li>● Even received an email from Canada who saw our ad; they asked if this has translated to more homes, but we do not have the numbers on this yet. It has translated to more clicks to our Facebook Page and website.</li> <li>● Advice: Don't be afraid of it and to make mistakes. Social media moves so quickly, and you may make mistakes, but you learn from this from constant application to improve your ads.</li> <li>● Know that not everything needs to be paid! For example, our agency participated in a project/event to paint rocks with put Child Abuse Prevention Messages on them, and we posted this on our regular Facebook page. This attracted a lot of attention from the community and increased the number of people who looked at and liked our Agency's Facebook page.</li> </ul>
<p><b>Q&amp;A</b></p>	<ul style="list-style-type: none"> <li>● <b>Q:</b> Our management is hesitant to include online ads as a form of online recruitment because of the question is of a personal nature. How did you handle with management?</li> <li>● <b>A:</b> You can target ads to specific communities. For example, target to communities who are interested in children's issues.</li> <li>● <b>Q:</b> Tell us about the content! What are you putting up on Facebook?</li> <li>● <b>A:</b> The first ad we did was VERY SIMPLE--a nice group picture caught at a Thanksgiving Foster Parent gathering. Took a photo, a wide angle shot of large group of diverse, engaged people, and had</li> </ul>

simple tag line message. "Do you see yourself as a foster parent?"  
The photo was bright and engaging.

- If you can create an ad with a video, that will increase reach.
- Remember that if you do a video should be short. 30 seconds, not too long.
- Search for us on Devereux Community Based Care on Facebook to see page.
- **Q:** How do you manage negative comments? How do we shorten chain of command to respond to comments? Do you have a public info officer, or legal representation?
- **A:** I manage page and am Director of Community Relations. I know that is challenging and still continuously deal with how to best handle negative comments. I think you will create more problems for yourself if you try to limit conversations (as social media is an opportunity for people to interact, express themselves, exchange ideas), so I don't limit the ability to comment, but can do that. If it is not full of expletives, you may not need to remove comment. Look at comment as a way to create better understanding with the community and to educate on what is often a complicated decision making process. For example, received a comment something like, "You all need to do a better job to put kids with family". So I saw this as an opportunity to provide education to community.
  - Also, I directed person with negative comment to gain more individual attention. I was able to take conversation from a public comment forum to private messaging and suggested for them to have one-on-one contact by someone at agency who could address concerns and get questions answered, and educate. See this also as an opportunity to practice good consumer customer relations.
  - This is an ongoing process and every situation may be handled differently. I made sure I had mapped out my positions about how i handled incidents with the negative commenting public, in case I was asked about them by my supervisors/leadership.

	<ul style="list-style-type: none"><li>● <b>Q:</b> How about Facebook Live?</li><li><b>A:</b> Haven't done this yet, but Can put ongoing information Facebook Page to tune in to specific live events.<ul style="list-style-type: none"><li>○ David adds Facebook is encouraging to use Facebook Live because haven't established algorithm and ads will have better organic reach.</li><li>○ Still Facebook is good, and inexpensive. Christina adds that 20K people saw ad for 30 days and cost \$500. Works hand and hand, and as increased presence influences other posts made on the page.</li></ul></li></ul>
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Next Meeting:	<ul style="list-style-type: none"><li>● Tentative date is Tuesday, July 25th, 2017 at 11 AM Pacific / 2 PM Eastern</li></ul>
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