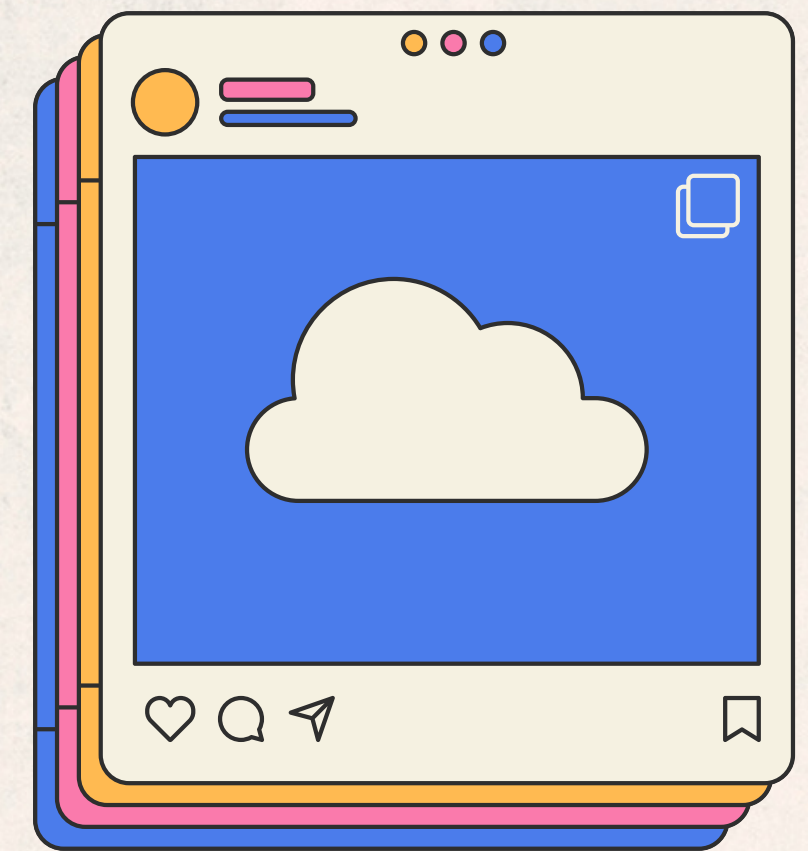
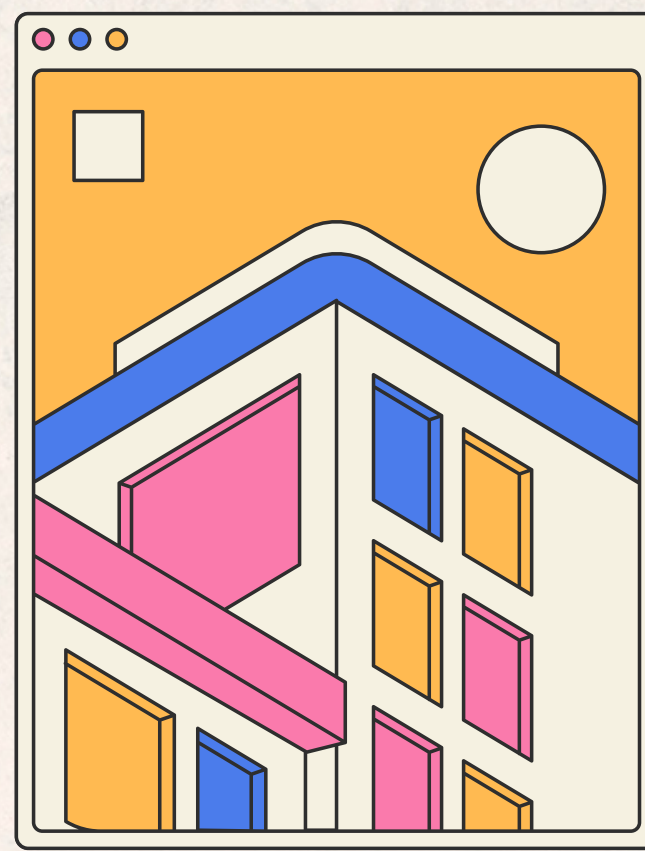
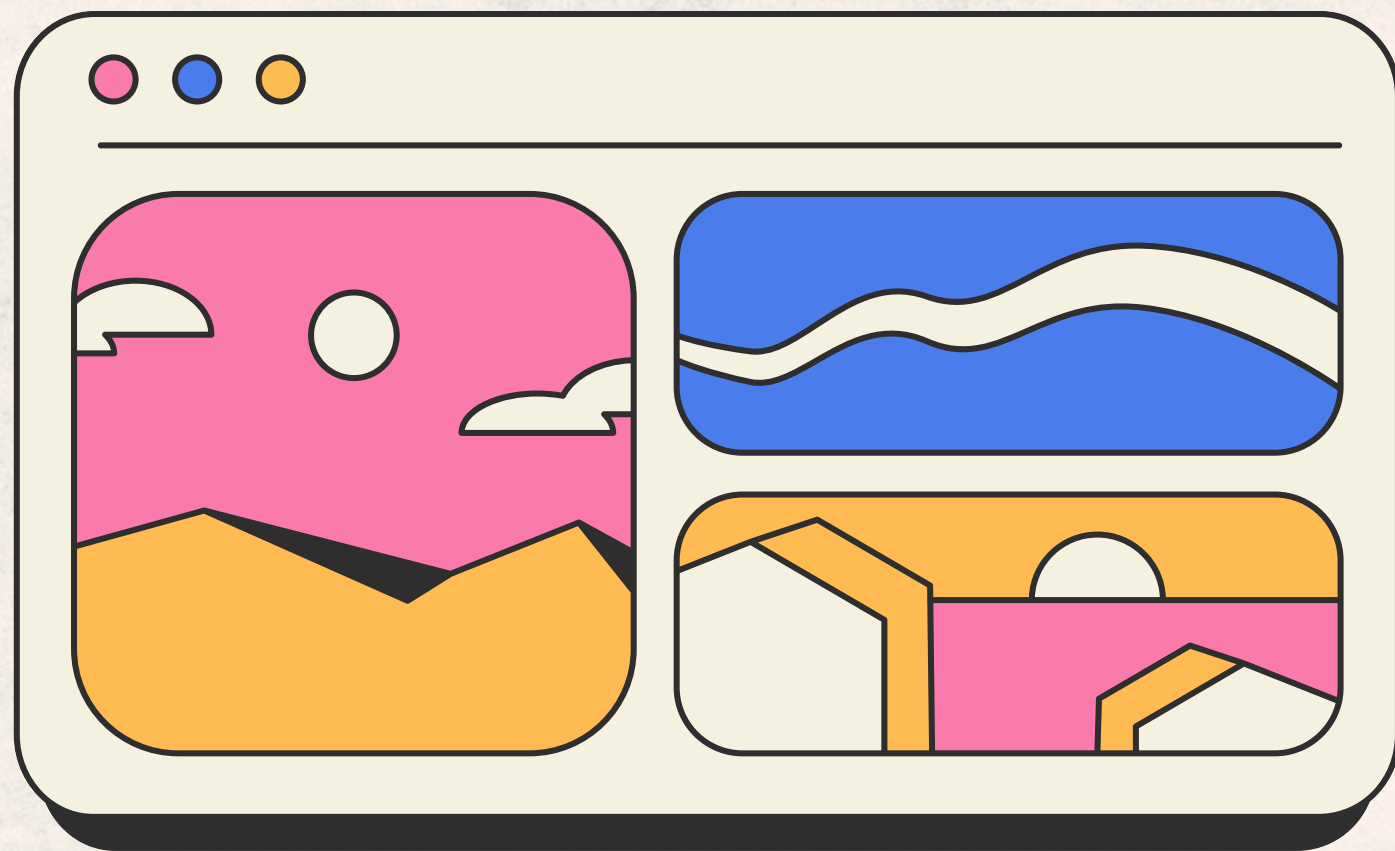
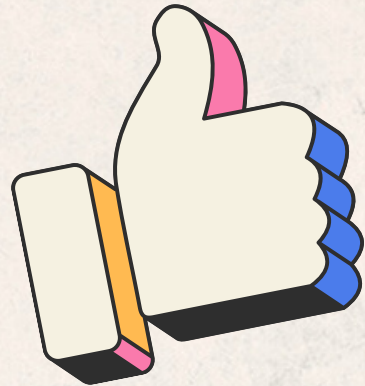


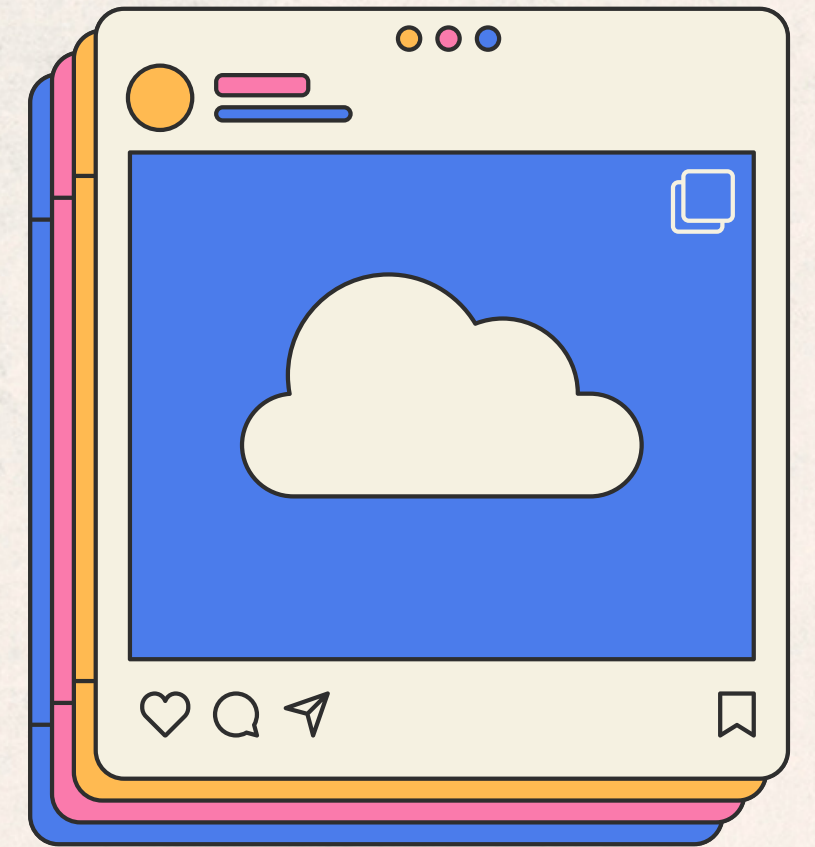
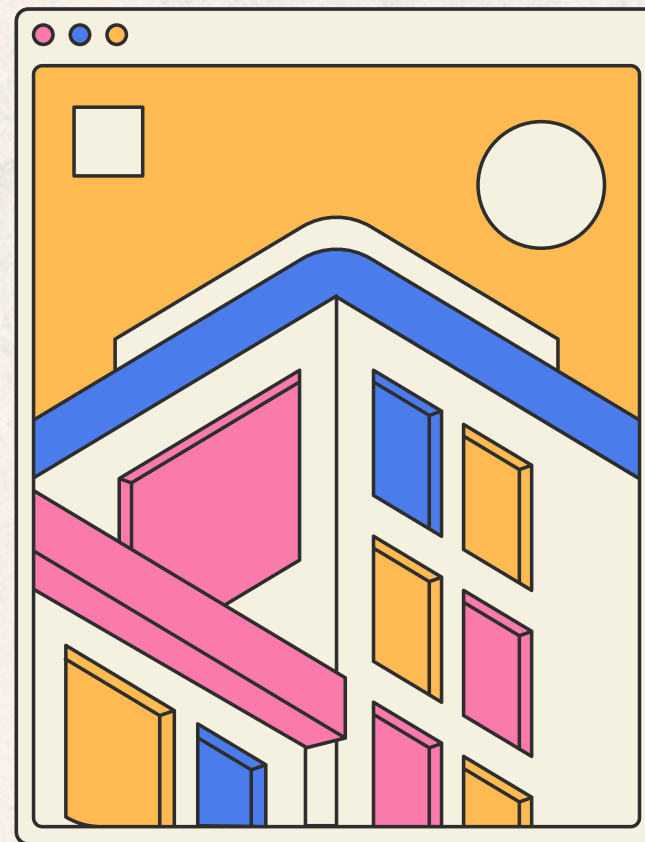
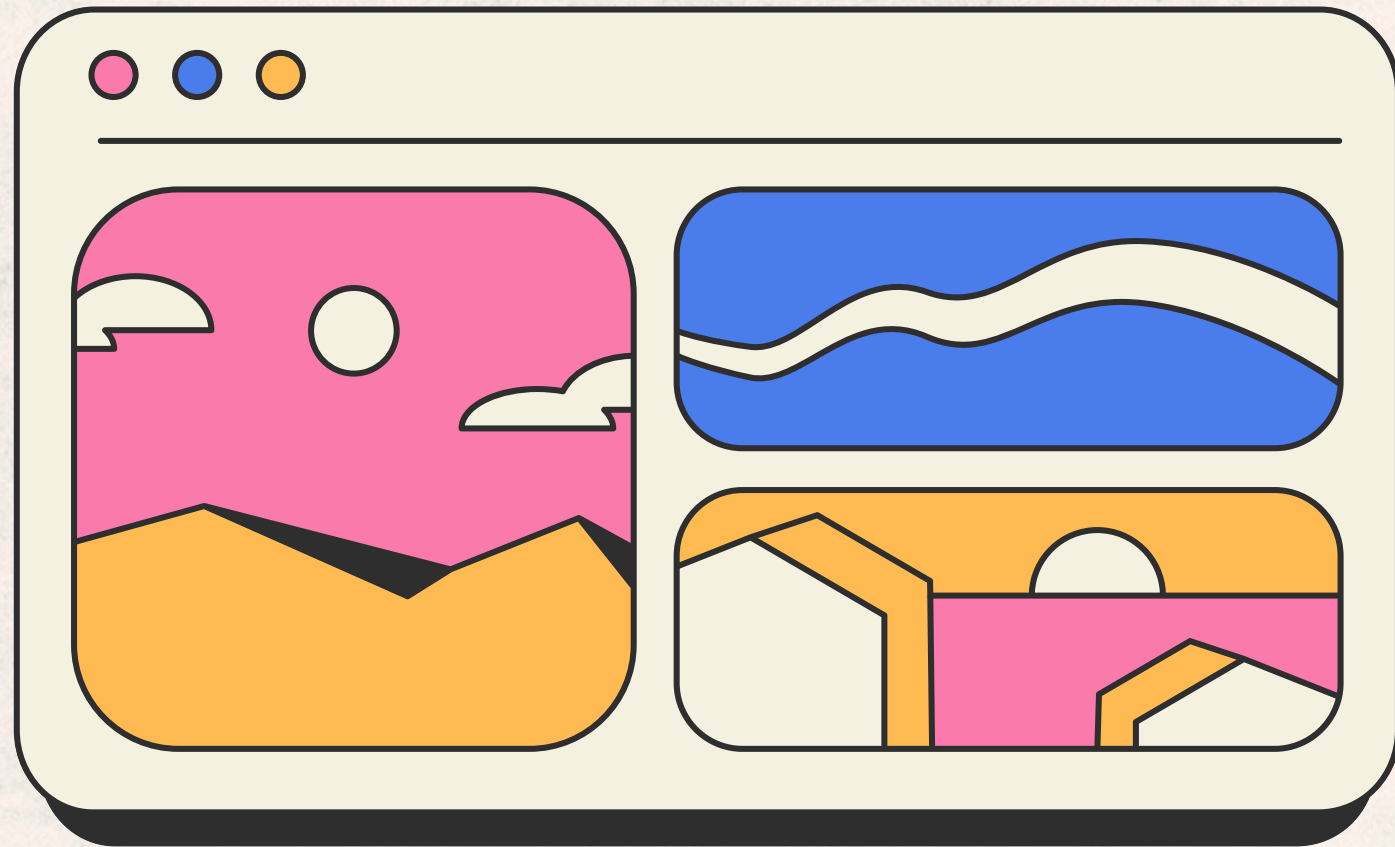
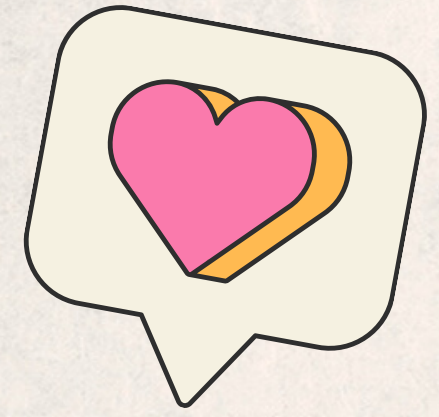
# The Social Link



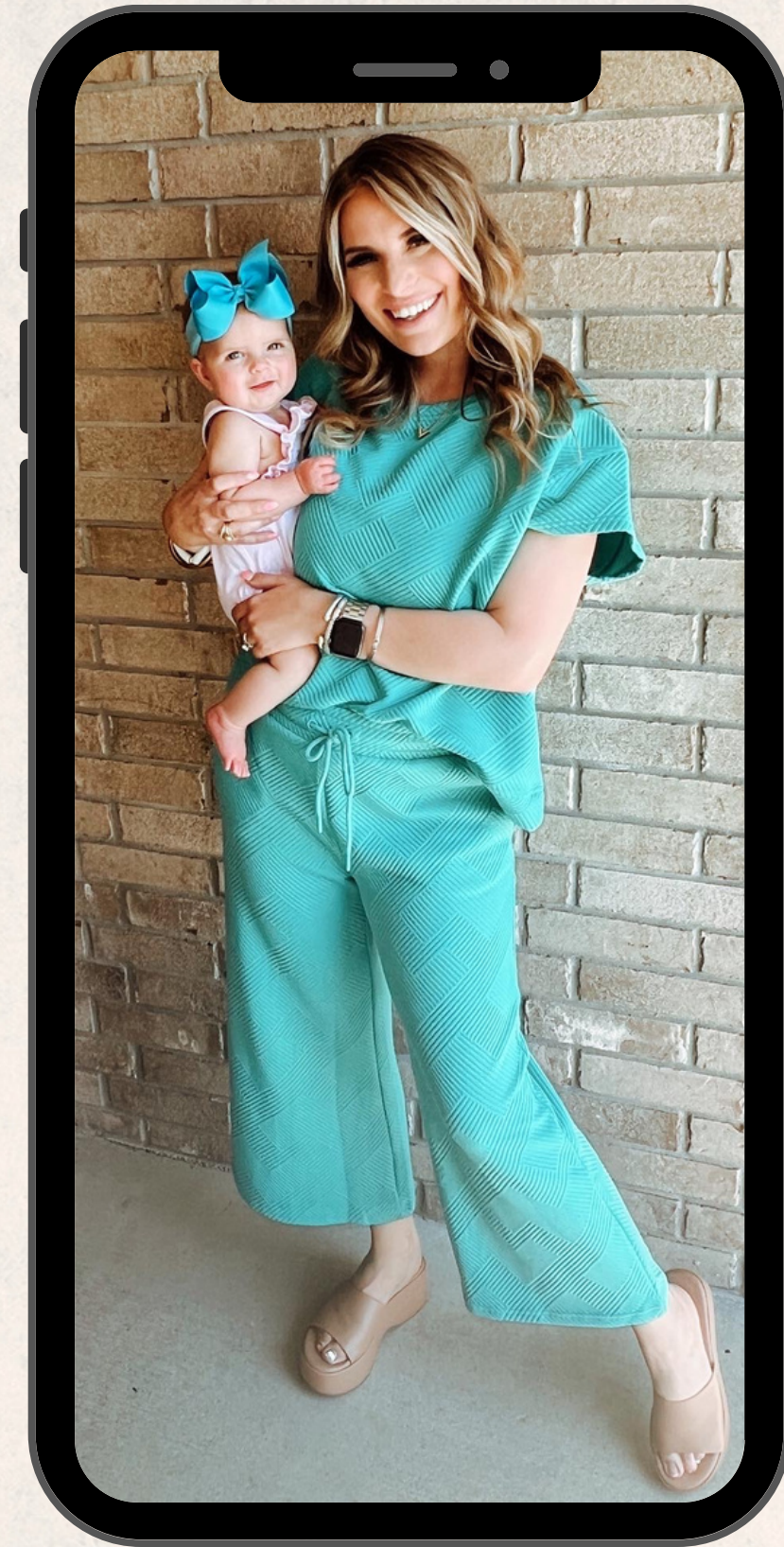
By: Samantha Havard



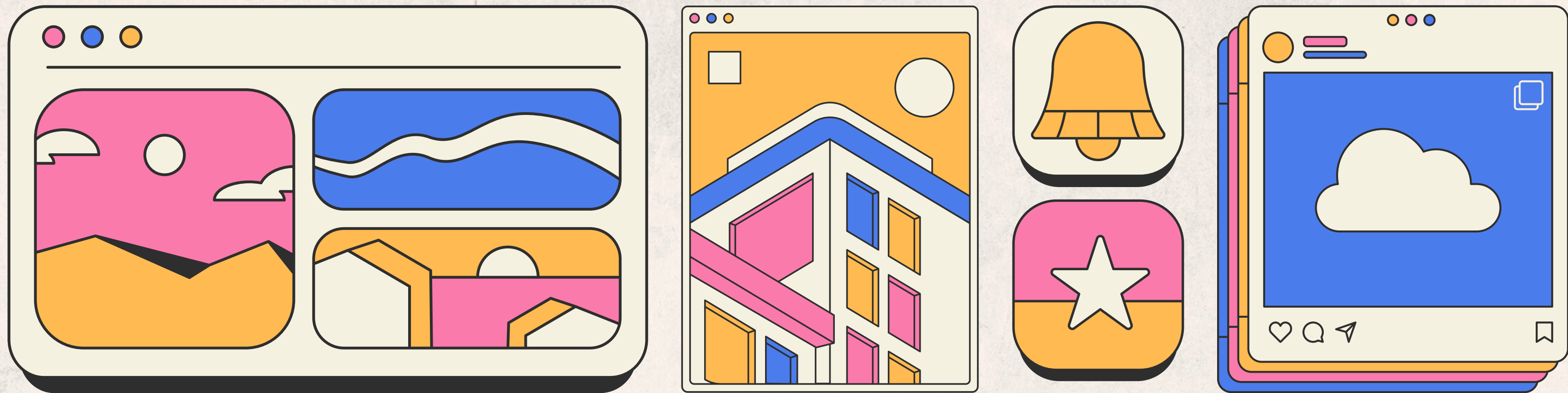
Are You on  
social media ?



**I want to help you value  
social media, because let's  
face it. Its not going anywhere.**







Have you utilized  
social media in your role  
with CASA?



# Social Media

**Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks.**

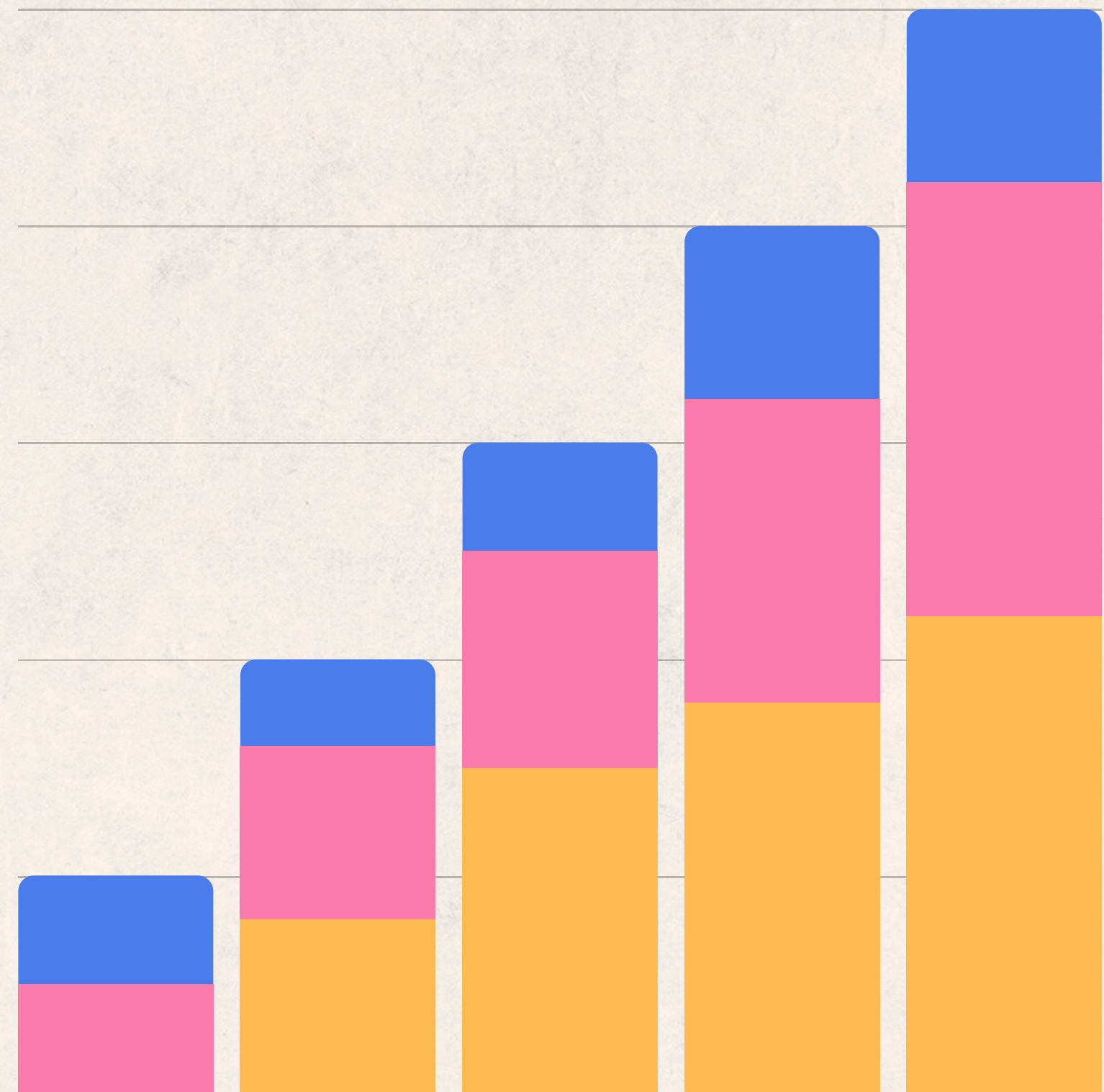
# Did you know?

**-According to the Surveys show that 90% of teens ages 13-17 have used social media.**

**-75% report having at least one active social media profile, and 51% report visiting a social media site at least daily.**

**-Two thirds of teens have their own mobile devices with internet capabilities.**

**-On average, teens are online almost 9 hours a day, not including time for homework.**



**The National CASA Association believes that social media tools, when used appropriately, can be a powerful tool to increase awareness, support and sense of community for those of us engaged in advocacy for abused and neglected children.**

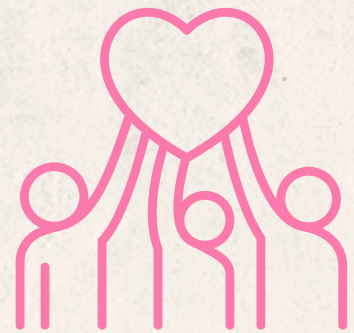


# Building Social Links



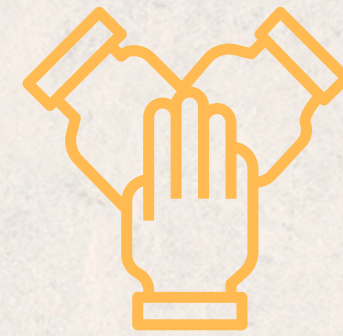
## Networking

Individuals and organizations can actively network and build relationships that can support your common goal.



## Community Engagement

Engaging with communities, both online and offline, is essential to gaining support and trust.



## Collaboration

Working together amplifies advocacy impact.



## Story Telling

People connect with narratives, so connecting through social stories can strengthen social links.

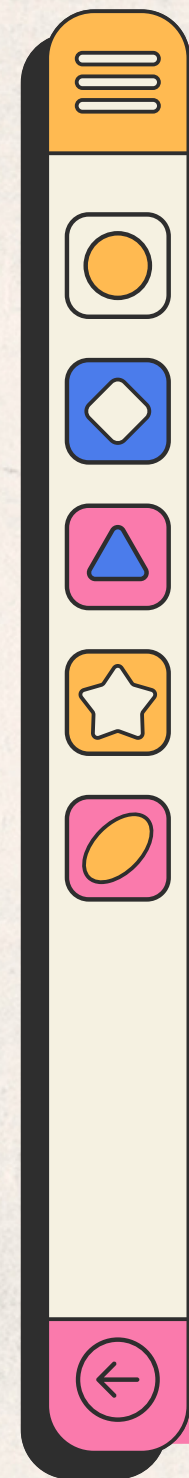
# The Role of Social Media & Technology in Advocacy



# The Role of Social Media & Technology in Advocacy

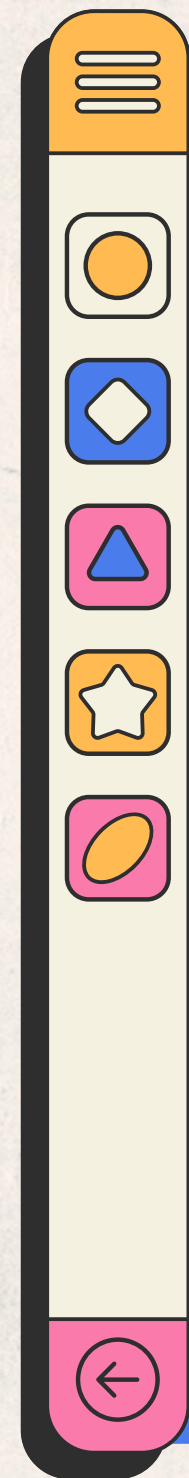


**Research & connections**



# Research

aka. the missing puzzle piece



# Connection

"it's a dialogue, not a monologue,  
and some people don't understand  
that. Social media is more like a  
telephone than a television."

- Amy Jo Martin

Utilizing social media  
to benefit your  
CASA organization.





Niche Resource Groups

Connecting & Communicatng

**Support + Information**

**“The cool CASA”**

