

Building a Social Media Strategy...

To Reach Her

By: **Delaney Walker,**
Extend Web Services Manager

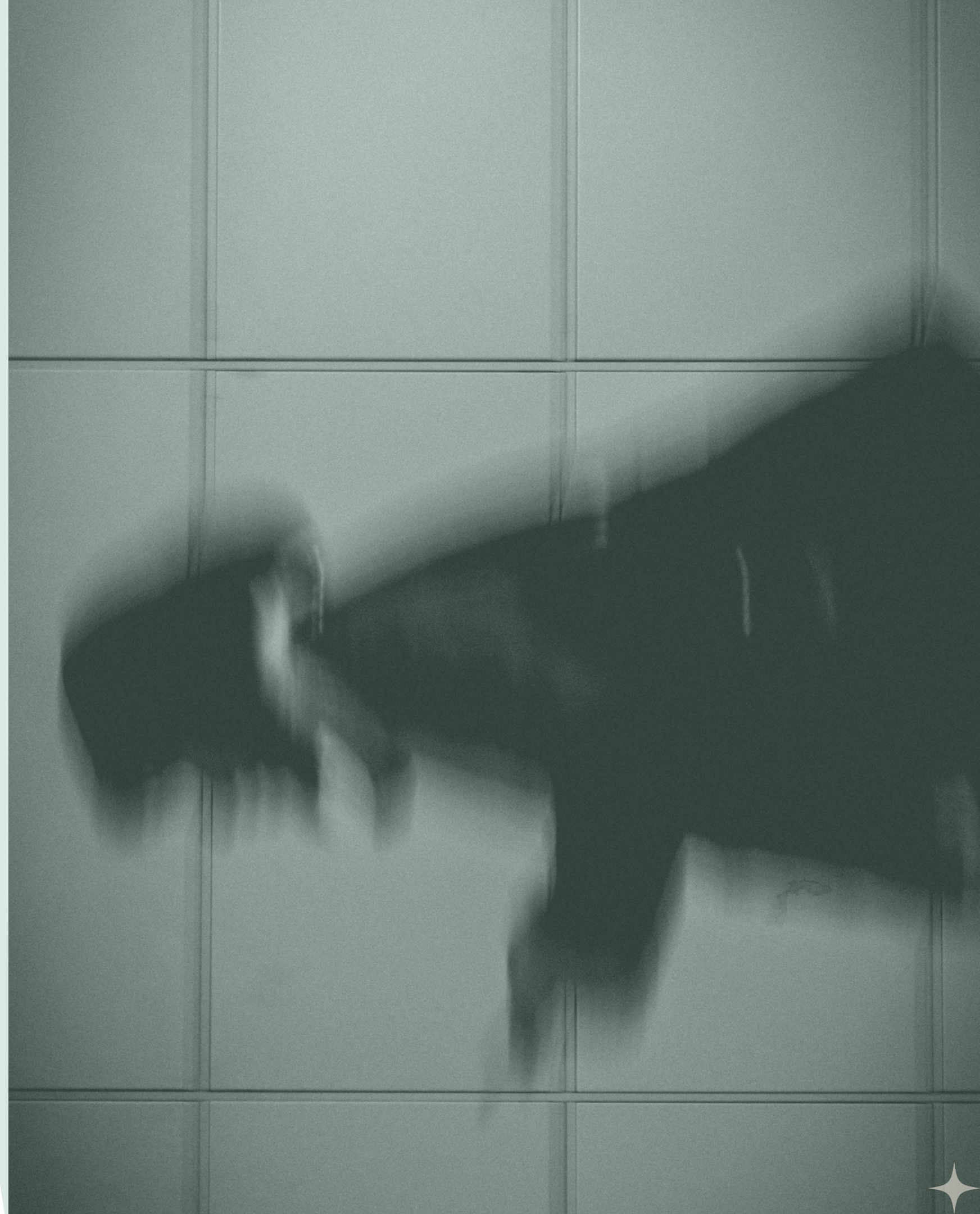


Our Strategic Assumption

The woman considering abortion can be reached.

Our job today is not to decide whether we can reach her.

Our job today is to understand her well enough to determine how.



We start with you.

Why does your organization exist?

- What is your mission statement?
- What changes are you trying to create?
- Where does the woman considering abortion fit into your mission?
- What do you ultimately hope will be different for her because your organization exists?
- If your mission is fulfilled, what will happen in her life, in your community, in the world?



Answer These Prompts

1) Our organization exists to....

2) For a woman considering abortion, we hope to...





Who is your ideal client?

If you could only reach one person, who would it be?

- Age
- Race (ethnicity, cultural background, etc.)
- Nationality
- Languages
- Socioeconomic status/Financial situation
- Employment or Student status
- Education level
- Relationship/Marital status
- Religious affiliation
- Living Situation/Housing
- Children/Parenting status
- Location/Community type

One Woman

For the rest of this workshop, choose **one woman** you particularly want to understand.

Prompt:

The woman we particularly want to understand is []
because [].

Stop thinking like yourself.

Remember:

- Your faith shapes how you view the world.
- You have thought critically about these topics.
- You know what your government, healthcare system, or media get wrong.

She may not.

As we answer the following questions, be aware of your own biases. As much as possible, separate what you know to be true from what you believe to be true.



Three Buckets

As you answer questions, mark whether you:

- Know
- Think
- Don't Know

This way, you can still keep notes and it will give you a greater perspective on what you need to research.



What does she care about?

- What does she enjoy?
- What does she worry about that has **nothing** to do with pregnancy?
- What kinds of stories hold her attention?
- What does she aspire to?
- What does she spend money on?
- What is she curious about?
- How does she spend her free time?
- What does she want to learn?
- What does she find entertaining?
- What is relevant to her?
- What does she talk about with her friends?



What stage of life is she in?

- What circumstances might make pregnancy particularly difficult?
- What might make abortion seem like the obvious choice?
- What might make abortion seem like the easiest choice?
- What pressures is she facing?
- What is she hoping to protect in her life?
- What practical problems is she trying to solve?
- What information does she have?
- What would she never ask publicly?
- What would make her hesitant to contact you?
- What would she be embarrassed to ask?



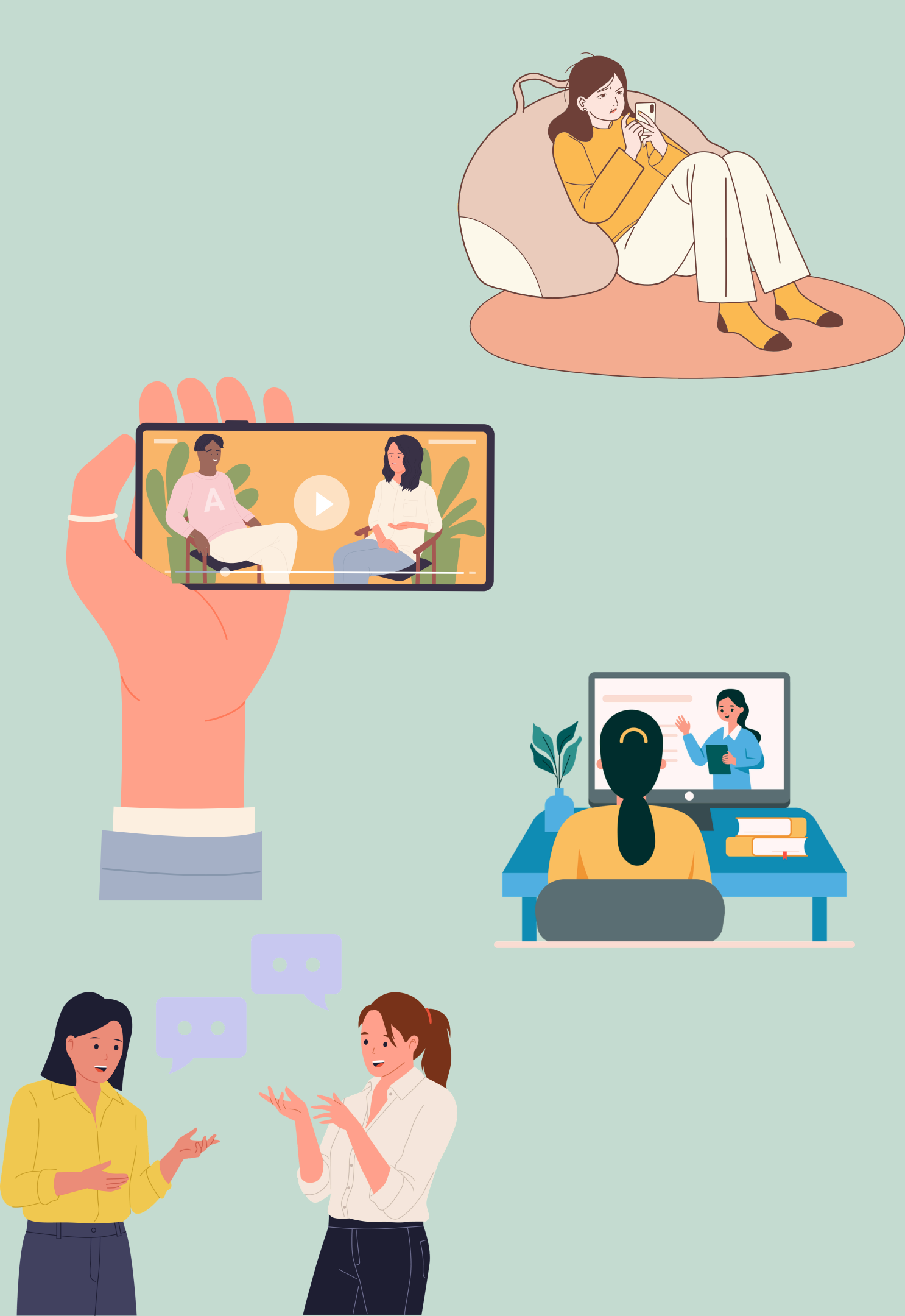
What is influencing her?

- What does her community believe about: pregnancy, abortion, adoption, parenthood?
- What does her community believe about religion, asking for help, organizations, churches?
- What topics are discussed openly? What topics remain private?
- What happens socially when someone experiences an unexpected pregnancy?
- What options would people around her consider "normal"?
- What does her government make readily available?
- Is religious identity reassuring, irrelevant, or concerning to her?



Where does she get information?

- Where does she go when she has questions?
- Who does she consider credible? Trustworthy?
- What do her friends/peers tell her?
- What do healthcare providers say?
- What do schools teach?
- What messages about pregnancy, parenting, adoption, and abortion are already common?
- What does she “know” or think she “knows” before she encounters you?
- What information is difficult to find?
- What incorrect or incomplete assumptions may already exist?
- Does she respond more to facts, stories, experiences, or expertise?





Influencing Factors

PEOPLE

What influence does this person actually have?

INSTITUTIONS

What is she learning from each one?

MEDIA

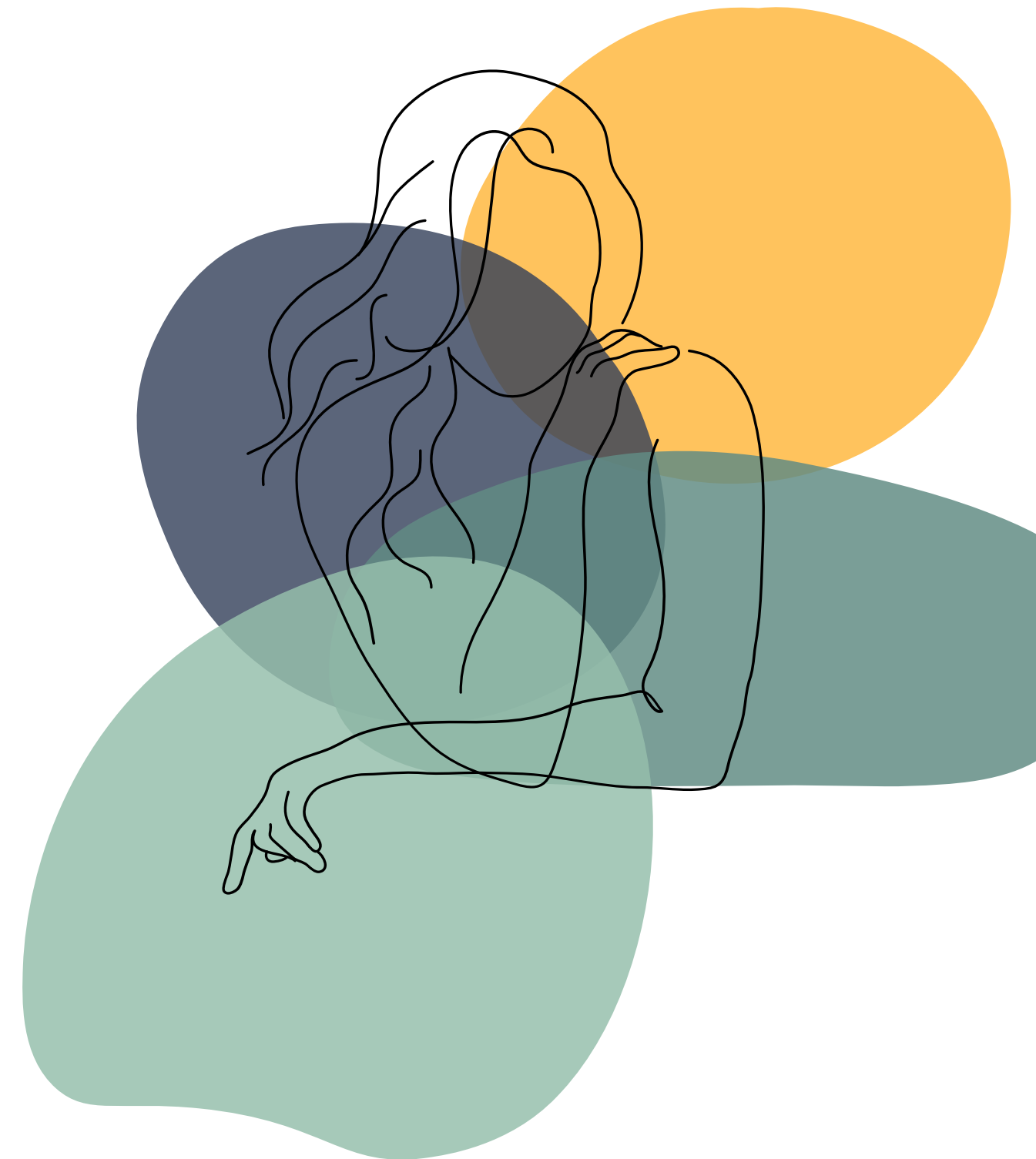
What messages does she repeatedly encounter?

PLATFORMS

What does she do on those platforms?

CULTURE

What feels normal in the world she lives in?



Consider your Current Social Media...

- Does she know you exist?
- Does she know what you do?
- Does she understand that your services are for her?
- Does she trust you? Do you feel safe to her?
- Does she recognize that she has a need?
- Does she understand that abortion isn't her only option?
- Does she know what will happen if she contacts you?



Put it to the test

Pull up your social media. Based on everything you've said about your ideal client, have you effectively been speaking to her?



Informed Strategy

We learned that she [].

That means our communication needs to [].

Examples:

- If she uses social media primarily for entertainment, then she may not respond well to plain educational content.
- If she does not trust the church, then she may not respond well to Bible verses, etc.



Effectively reaching her.

Ask yourself:

- Am I posting this because she needs to see it, or because I want to say it?
- How is she likely to receive this message?
- How will this help me reach her?



Let's Work Together!

Delaney Walker

dwalker@extendwebservices.com

support@extendwebservices.com

Blog



podcast

