The Kids are Alright - Engaging Youth in Their Own Lives!
We envision a system that creates optimal social, emotional, and educational outcomes for all children.
A system of care is: A spectrum of effective, community-based services and supports for children and youth with or at risk for mental health or other challenges and their families, that is organized into a coordinated network, builds meaningful partnerships with families and youth, and addresses their cultural and linguistic needs, in order to help them to function better at home, in school, in the community, and throughout life.

(Stroul and Friedman, 2010)
What is Engagement?
YOUTH ENGAGEMENT: “is grounded in the belief that children and youth are best served when they are active participants in their relationships and activities.”
What is Social Media?
Crafting the Message

1. Identify the target audience
2. Determine the communication objectives
3. Design the message
4. Choose the media
5. Select the message source
Efficiency of Social Media

Metrics

Facebook Reach

Website Views

Cross-Platform Linking

hootsuite
Social Media Dashboard
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