

PREGNANT AND PARENTING SOCIAL MEDIA INFLUENCER EXPECTATIONS

Project overview

The purpose of this initiative is to positively transform parenting behaviors and outcomes for expectant and parenting young people whose lives are affected by involvement in foster care or juvenile justice, homelessness, running away from home, and/or sexual exploitation. The overarching goal of the project is to prevent two-generation involvement in the child welfare system among 0- to 5-year-old children whose parents are in, or formerly were in, the foster care system and/or have experiences in the juvenile justice system, homelessness, or sexual exploitation, or were runaways.

Nebraska Children is looking to identify young mothers and fathers as social media influencers who we can mobilize to help spread education and important information in order to help improve the lives of those who are pregnant or parenting.

Program objective

- Increase public knowledge about resources to support pregnant and parenting young people
- Identify new strategies to serve special populations

How will we measure success?

- Increase the number of engaged young fathers
- Increase the number of engaged young African American mothers and fathers
- Track the number of likes and comments (post metrics) on posts made by you

Influencer content

Our goal is to target young people of all genders between the ages of 14-25. We want you to authentically share content and messages with your audience. You can post on the social media channel of your choice and will be required to post weekly for the entire duration of your contract. We will provide you with some content but are also wanting original content. We ask that you send us the content you plan to post one week prior to publishing for review.

Reporting

You will be required to submit a report every two weeks to be compensated. After your content has been approved, you will post the content and monitor performance (likes, comments, DMs, shares). You will be asked to switch your social media accounts to business ones, as this will enable you to get the metrics necessary for your reporting. You will also be asked to use a specific hashtag with your posts.

Post frequency

Each week, you will make the minimum number of posts per desired platform:

Instagram: 2 main feed posts per week

Twitter: 3 tweets per week

Facebook: 2 main feed posts per week

Additional terms and conditions

- You must have a phone or device that allows you to post frequently and meet the requirements of the position.
- All posts will be reviewed for accuracy and approval prior to publication.
- You must submit your report every two weeks to be compensated.
- You will be compensated via check, mailed to your address, throughout the duration of the 4-month contract. Compensation is \$100/week.
- Posts to your social media accounts should remain on your feed for the duration of the contract.
- You must credit any outside sources for the information you post.
- All posts, social media updates, tweets, and/or comments should be in good taste and free from inappropriate language and/or any content promoting bigotry, racism, or discrimination based on race, gender, religion, nationality, disability, sexual orientation, or age. Failure to adhere to this would result in immediate termination.
- Posts must be non-partisan and should not indicate affiliation with any political party or candidate.
- This is a 4-month opportunity with the potential to extend depending on your performance.