



# Child & Family

Caring for our Rhode Island Community since 1866

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# Overview

Child and Family Services is a multi-service community center, providing many important services to the community of Rhode Island including;

- Foster care
- Support for homeless families
- Independent living programs
- Family therapy
- Elder care



Their organization aims to help “all in need, regardless of age”, with a emphasis on assisting the most vulnerable groups

# About Marty Sinnott

- Marty has been the president and CEO of Child & Family since 2010, bringing 35 years of human service and nonprofit administration experience with him
- He grew up in Chicago where he saw the good that comes from helping others by volunteering with the Big Brother program
- Before Child & Family, he was the CEO of Amigos de las Américas, a nonprofit group aimed at opening up the world to America's youth



# Mission Statement

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Our mission, “to heal and strengthen the lives of children and families”

This mission is built on the following beliefs:

- Communities thrive when supported by strong families
- Society is strengthened by ensuring that children and families attain their full potential
- Families are the foundation of a strong community and are essential to a healthy society
- Families have the right to raise children in a safe and nurturing environment



# Website

By far their best platform, recently redone

- In-depth testimonials
- Review of company history
- Explanation of services/mission
- Good use of infographics
- Links to socials

The screenshot shows the homepage of the Child & Family website. At the top, the logo "Child & Family" is displayed with the tagline "Caring for our Rhode Island Community since 1866". Navigation links include "Who We Are", "Programs & Services", and "How You Can Help", along with "Donate", "Apply", and "Contact" buttons. A main banner features a photo of a family and a "PLEASE GIVE!" call to action with a "GIVE NOW" button. Below this is a row of five service icons: Foster Care, Community Living, Sandpipers Early Learning Center, Family Preservation Programs, and Aging Well. The "Upcoming Events" section highlights "THE 9TH ANNUAL TOWNSEND LUNCHEON" on Wednesday, June 21st, 2023. The "Service Area Map" shows the state of Rhode Island with service areas marked in green. A list of service locations includes Middletown Community Center, Providence Community Center, Sandpipers Early Learning Center, Aging Well, Foster Care, Semi-Independent Living Program, Independent Living Program (ILP), Supportive Housing for Homeless Families, and Family Care Community Partnership (FCCP).

**Child & Family**  
Caring for our Rhode Island Community since 1866

Who We Are ▾ Programs & Services ▾ How You Can Help ▾ [Donate](#) [Apply](#) [Contact](#)

*Child & Family is a private, nonprofit organization working every day to help the most vulnerable children, families, and seniors across Rhode Island since 1866.*

**PLEASE GIVE!**  
Together with generous donors like you, Child & Family brings hope, comfort, and support to thousands of Rhode Islanders, throughout the year. Your gift will make a direct impact on the children and families we serve.

[GIVE NOW](#)

**Services:**

- Foster Care
- Community Living
- Sandpipers Early Learning Center
- Family Preservation Programs
- Aging Well

**Upcoming Events**

**THE 9TH ANNUAL TOWNSEND LUNCHEON**  
SAVE THE DATE: WEDNESDAY, JUNE 21ST

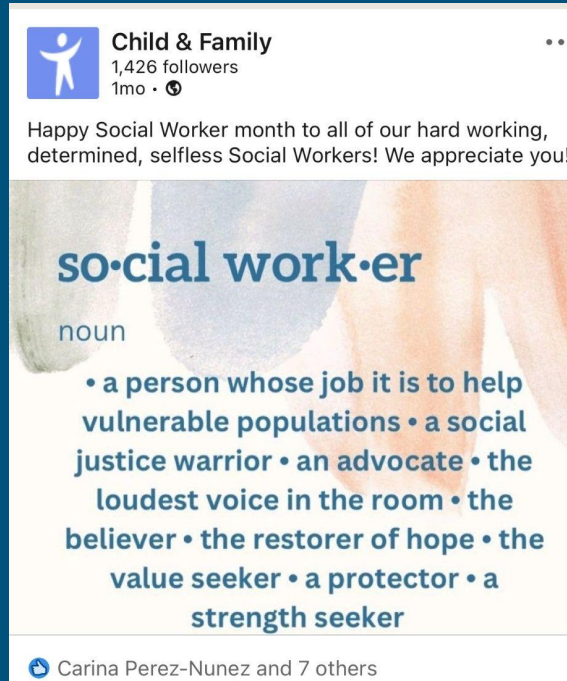
**2023 WED 21 JUN**

**Service Area Map**

- Middletown Community Center
- Providence Community Center
- Sandpipers Early Learning Center
- Aging Well
- Foster Care
- Semi-Independent Living Program
- Independent Living Program (ILP)
- Supportive Housing for Homeless Families
- Family Care Community Partnership (FCCP)

# LinkedIn

- Child and family posts pretty frequently
  - With an average of 3-5 posts per week, they receive some attraction by getting around 5-10 likes per post
- Their LinkedIn post consist of motivational quotes, staff acknowledgements, community involvement, and job listings
- They have great following with about 1,400 followers,
  - With this many followers, they have the potential to gain more engagement on each post



**Child & Family**  
1,426 followers  
1mo · 🌐

Happy Social Worker month to all of our hard working, determined, selfless Social Workers! We appreciate you!

**so·cial work·er**  
noun

- a person whose job it is to help vulnerable populations
- a social justice warrior
- an advocate
- the loudest voice in the room
- the believer
- the restorer of hope
- the value seeker
- a protector
- a strength seeker

👤 Carina Perez-Nunez and 7 others



**Child & Family**  
1,426 followers  
1mo · 🌐

It's a busy day for Human Resources at Child & Family! You can also find [Daniel Whitham](#) and [Kristine Bouthillier](#) at the Working Cities career fair hosted by the [Community College of Rhode Island](#)! Stop by to meet them anytime before 7pm!



👍 6 1 repo

# Facebook & Instagram

- Child & Family replicates their post for both social media platforms
  - They post the same photos with the same captions at the exact same time
  - On both platforms they post around 4-7 times per week and get an average of around 20 likes
  - Their Instagram page has 1k followers and their Facebook has 3k followers
- Targeted to parents and community members by posting about the early learning center engagement activities and inspirational content
- C&F does not stay consistent with their profile pictures for their social media



# YouTube

- Channel not active since 2018 - 9 subscribers
- Most prominent video: 150 year anniversary - 393 views
- There is potential here - Cost effective way to storytell
- Free advertising for C&F



The screenshot shows the YouTube channel page for 'childandfamilyri'. The channel name is 'childandfamilyri' with the handle '@childandfamilyri', 9 subscribers, and 23 videos. The channel description says 'More about this channel >'. The navigation tabs are HOME, VIDEOS, PLAYLISTS, COMMUNITY, CHANNELS, and ABOUT. The video list is sorted by 'Latest' and 'Popular'. The first video is 'Au Courant 2017' with 65 views and 5 years ago. The second video is 'Child & Family Then and Now 150 years' with 394 views and 6 years ago. The third video is 'FCCP Helped My Family - and They Can Help Yours' with 82 views and 7 years ago. The fourth video is '"Do the Next Right Thing"- Foster Parents' Perspective on Fostering' with 84 views and 7 years ago.

**childandfamilyri**  
@childandfamilyri 9 subscribers 23 videos  
More about this channel >

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

Latest Popular

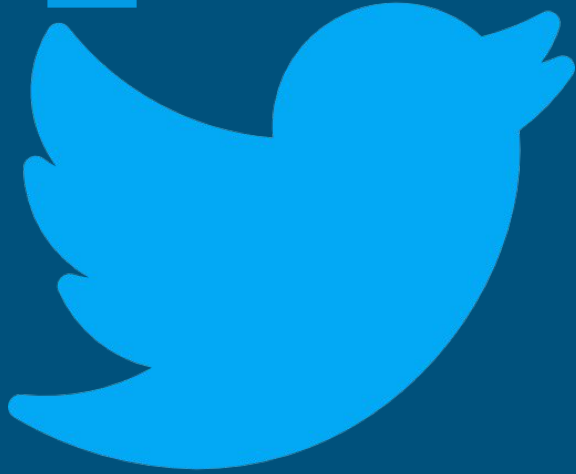
**Au Courant 2017**  
65 views • 5 years ago

**Child & Family Then and Now 150 years**  
394 views • 6 years ago

**FCCP Helped My Family - and They Can Help Yours**  
82 views • 7 years ago

**"Do the Next Right Thing"- Foster Parents' Perspective on Fostering**  
84 views • 7 years ago

# Twitter



- Not active on account (last posted 2017)
- Used to promote upcoming events
- Might be for the best to deactivate - Not Necessary Platform
- Instagram and Facebook better alternatives

# Issue #1 - Lack of Audience Engagement

## Why it's an issue:

- Engagement shows potential donors that the community cares
- Social media engagement leads to website traffic
- An engaged community is more likely to actively participate

## Solutions:

- Use hashtags and engaging captions
- Post Instagram stories to keep audience updated
- Share information that followers want to know about



# Issue #2 - Platform Aesthetics

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## What is the issue?

- Loses credibility
- Lacking brand recognition
- No continuity between platforms
- Too much time spent creating posts

## Solutions:

- Create an aesthetic for instagram
- Stick to one color theme
- Scheduling posts
  - Event reminders
  - Employee appreciation
  - Activity updates

# Issue #3 - Posts are not Platform Specific

## Why it's an Issue

- Gives followers a reason to unfollow on at least one platform
- Posts become repetitive
- Each platform has a different audience

## Solution:

- Create templates for each platform
- Can share the same information but not the exact same posts

# Issue #4 - Inactivity on Certain Accounts

## Why it's an issue

- “It makes us look stupid”
- Actively losing credibility among users



## Solution:

- Deactivate Twitter
- Begin posting on YouTube



# Audience Identification

## Audience #1:

Employees and volunteers



## Audience #2:

Potential donors and supporters



# Platform Recommendations

## LinkedIn:

- Important for reaching donors and prospective employees

## Facebook:

- Able to reach a large audience of community members - largest platform for target audience

## Instagram:

- More beneficial for developing a strong brand identity and engaging with younger audiences.

## YouTube:

- Able to make a face to face connection with the audience

# Content Suggestions

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- Highlight real-life success stories of people who they have helped on all platforms, not just on the website.
- Aesthetic profile on Instagram - example: inspirational quotes tailored to struggling family members every 3 posts.
- Produce video testimonials for Facebook or YouTube
- Blogging content on website to provide information and show importance of the organization
- Begin using Instagram stories
- Collaborations with other nonprofits

# Facebook - Recommendations

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- Stop replicating posts on Facebook and Instagram
  - Try to separate the two platforms so they can become their own and reach different audiences
- Add a donation button to the top of your page
  - This will be easier for people to donate instead of having them go to the website to do it
- Invest in Hootsuite
  - Hootsuite is a social media tool that you have to pay for but helps you schedule and organize your social media posts
- Staying more consistent by having the same profile picture on all social media platform
  - This will create better brand recognition on all platforms

# Website - Recommendations

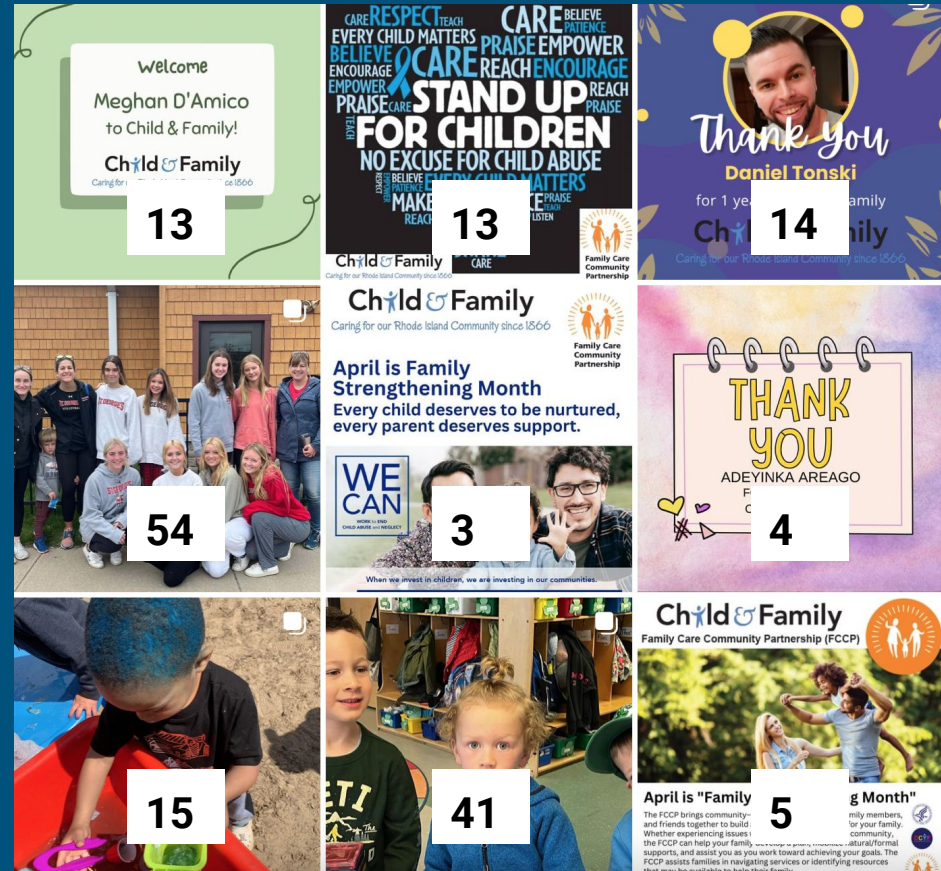
- Too busy, reorganize and consolidate information
- Prioritize “How You Can Help”
- Stick to one color theme



# Instagram - Recommendations

- Most popular posts are collaborations with other organizations
  - Do more!
- Reduce text-heavy posts
- Must begin using hashtags and create engaging captions
- Create an aesthetic theme using organization's logo and colors
  - Schedule posts
- Use stories to showcase daily activities

# of likes



# YouTube



- Produce video testimonials similar to the ones on their website
- Opportunity to create viral content
- Faces and heartwarming stories build engagement and encourages involvement
- Utilize Nonprofit YouTube program

## Example: Ronald McDonald House Charity



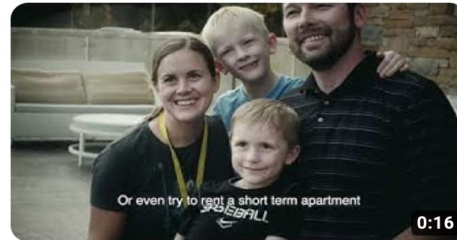
Donate to Give the Gift of Togetherness | RMHC

34K views • 4 years ago



Ronald McDonald House Charities | RMHC

28K views • 2 years ago



Brandon's Story



Raylee's Story - #KeepingFamiliesClose

# Call to Action Campaign #1

Back to school Arts and crafts/school supplies donation

- Timeframe: July-August
- Platforms: Instagram and Facebook
- Crafts will go to kids in Child and Family programs, so no extra money is spent for the families
- Cash donations are also accepted and will go towards this campaign

CTA: “Donate today to make a child’s life easier”

#Crafts4kids

#RhodeIslandCommunity

# CTA #1 Facebook Post

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**Child & Family**

Yesterday at 3:10 pm · 🌐

Greetings! Child & Family is collecting donations for our Crafts4Kids back to school drive! All types of crafts and school supplies are encouraged to be donated, however cash donations are accepted as well. Donate now and make a child's life easier at [Childandfamilyri.org](http://Childandfamilyri.org) #Crafts4Kids #RhodeIslandCommunity



👍❤️ 25

15 Comments 10 Shares

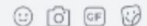
👍 Like

➦ Share

View more 15 Comments



Write a comment...



# Call to Action Campaign #2

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- Fun Fair - Local families come and purchase \$20 ticket for carnival esque games, face paintings, snacks, etc. All proceeds go toward Child and Family
- Child and Family Reps will be present to answer any questions parents may have about the organization or programs they run
- Opportunity for potential donors to come with their families and learn about the organization

# CTA #2 Instagram Post

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The image shows a screenshot of an Instagram post. At the top left is the 'Child & Family RI' logo. To its right is the username 'childandfamilyri'. The main visual is a graphic of a red and yellow striped circus tent with a red flag on top and a star in a circle on its front. Below the tent, the text 'CHILD & FAMILY FUN FAIR' is written in a white, hand-drawn font. Underneath that, the event details are listed: 'May 11, 2024 • 10:00 AM - 5:00 PM', 'Mt. Hope High School', and 'Admission: \$20'. Below the graphic are icons for heart, comment, share, and bookmark. The post has 15 likes. The caption starts with 'childandfamilyri' and describes the event as a fun spring day with games and refreshments, where admission is a donation to Child and Family RI. It includes the hashtags #nonprofit, #RhodeIslandCommunity, and #FuntasticFamilyFair. There are 3 comments, and a comment input field is visible at the bottom with the text 'Add a comment...' and a timestamp of '2 days ago'.

**childandfamilyri**

**CHILD & FAMILY FUN FAIR**

May 11, 2024 • 10:00 AM - 5:00 PM  
Mt. Hope High School  
Admission: \$20

15

**childandfamilyri** Come on down! Enjoy a fun Spring day filled with games and refreshments. All ages are welcome! Each admission is a donation to Child and Family RI. Come have some fun and build a stronger community #nonprofit #RhodeIslandCommunity #FuntasticFamilyFair ... more

View all 3 comments

Add a comment...

2 days ago

# Sources

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<https://childandfamilyri.org/>

[https://www.linkedin.com/company/child-&-family/?original\\_referer=https%3A%2F%2Fchildandfamilyri.org%2F](https://www.linkedin.com/company/child-&-family/?original_referer=https%3A%2F%2Fchildandfamilyri.org%2F)

<https://www.instagram.com/childandfamilyri/>

<https://www.facebook.com/childandfamilyri>

[https://twitter.com/child\\_familyri](https://twitter.com/child_familyri)

<https://www.youtube.com/user/childandfamilyri>

<https://www.pewresearch.org/short-reads/2019/09/09/us-generations-technology-use/>

<https://www.providencejournal.com/story/opinion/2020/01/06/my-turn-marty-sinnott-tragic-child-welfare-system/1949702007/>