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## The Sheltered Guide 1/31/20

Continuing with our theme of marketing with social media, the podcast **"Fundraising with Social Media"** on the **Non-Profit Leadership Podcast** dives into the times of day or week that see spikes in activity. They also share when people are more likely to give, the demographics of givers, and so much more.

Another resource that has tangible takeaways for social media marketing is the article **'The complete guide to nonprofit social media: Strategy and design tips for success'**. This article is comprehensive and breaks down information on creating your goals, which social media channels are right for your agency, and tips for strategy, engagement and using metrics to evaluate success.

# SHELTERED

## Conference 2020



**Sheltered 2020 is filling up! Registrations have already surpassed last year's conference. Space is limited... we hope you can join us this year!**

### Momentum

#### Connect - Renew - Grow

While the Sheltered Guide focuses on very specific themes each quarter that might not apply to all the staff at your agency, Sheltered 2020 covers topics that are relevant to everyone!

Here is just a snapshot of our sessions:

- Interviewing & Communicating with Survivors
- Financial Accountability
- Volunteer Development
- The Mom Complex: How a Survivor's Relationship with their Mother Impacts Long-Term Healing
- Creating a Successful Social Enterprise

Check out our full session list [here](#).

[Register Now](#)

As we talk about marketing and building awareness in our community, **NCOSE's Dirty Dozen List** is a great asset! We know better than most the link between the sexualizing of our media and fueling the demand for sex trafficking. As we engage with community members via social media, sharing this list is an easy step to continue challenging demand and building awareness.

[NCOSE Dirty Dozen List](#)



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