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## The Sheltered Guide 1/16/20

Welcome to a new year Alliance Members! With the new year comes January, a key month for our agencies as we take advantage of the attention the public gives to our field for National Human Trafficking Awareness Month.

As we use this time to build awareness and draw our communities' focus to this issue, it is important to be up-to-date on how best to utilize marketing tools. This quarter we will be focused on marketing tools and resources, starting with social media.

As you build and strengthen your social media strategy for your agency, here is an article, [How to Learn Social Media Marketing: 40 Resources for Beginners](#).

The first resource they highlight is a blog on social media marketing called the [Social Media Explorer](#). This blog is devoted to social media marketing and is full of news, tools, and relevant updates for those overseeing social media at your agency. In fact, the article they are highlighting right now is [20 Social Media Marketing Changes You Need to Make in 2020](#). The article doesn't just focus on content, it also looks at organization-wide policies you should consider in the current social media climate.

[Read the Article](#)

# SHELTERED

## Conference 2020



### Momentum Connect - Renew - Grow

New year, new opportunity to grow the capacity of your staff. Make your agency's new year's resolution the empowerment of your staff. This year's Sheltered Conference has sessions directly relevant to your work, including:

- Comprehensive Collaborative Treatment Plans for Patients with Substance Use Disorders
- Empowering Survivors without Re-exploiting
- Trauma Resolution & More: How Neuroscience is a Game Changer for Effective Treatment
- Organizational Health and Staffing
- Creating Donor Development Strategies

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

[Register Today](#)

### Alliance Training & Media Library

As we go through marketing resources this quarter and are ramping up for Sheltered 2020, don't forget that as a member you have access to all the videos from Sheltered 2019! One of the videos from Sheltered 2019 that relates to marketing is Managing a Public Relations Crisis with Carolyn Potter, CEO at the WellHouse.



[Managing a Public Relations Crisis with Carolyn Potter, CEO at the WellHouse](#)



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Our mailing address is:  
672 Old Mill Rd  
123  
Millersville, MD 21108

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