



2017 National Adoption Conference Workshop Abstract

Presenter(s): Pat Rhoads, Tracy Serdjenian

Presentation Title: Using Social Media to Recruit, Develop, and Support Resource Families

Topic Area: Effective new methods for recruiting foster, adoptive, and kinship families; Promising practices that adoption exchanges, child welfare agencies, and others in the field are using to develop and support foster, adoptive, and kinship families;

Description:

Social media presents the child welfare field with exciting opportunities for recruiting, developing, and supporting resource families, while also raising questions and challenges. We'll talk about leveraging free tools already available to you to increase your effectiveness in social media, offer ways to strengthen responsiveness to current and potential resource families, and explore systems-level considerations (for instance, creating social media policies and preparing resource families).

Format: Combination of lecture and Q&A and open discussion

Presenter(s) Biography:

Pat Rhoads is the Social Media Specialist for AdoptUSKids, a role he has had for more than 6 years. During that time, he has overseen the growth of AdoptUSKids social media presence from less than 5,000 followers to more than 200,000 today. Through his work at AdoptUSKids and previously in a marketing role at a global NGO, Pat understands how to set up and use effective digital communications to reach and persuade your audience.

Tracy Serdjenian, LMSW, is the Associate Director at The National Resource Center for Diligent Recruitment (NRCDR) at AdoptUSKids. Tracy has worked with state and tribal child welfare systems to meet their information and resource needs related to social media, and has coordinated peer-to-peer learning opportunities on the topic of social media for child welfare agencies. Before joining the NRCDR, Tracy worked at the National Resource Center for Permanency and Family Connections, serving as the Director of Information Services.