

Refining Your Sparkle: Pivoting Engagement with Younger Parents

It's no secret that social media is used by everyone in different ways—let alone the variety of platforms that draw different generations. The thought of having to manage another account can be overwhelming when your time is already limited. However, is there a useful reason to do so and/or can you use your current platforms in a new way? How can you transition the active online community to offline events (especially in current times)? Using current social media best practices, along with a deep-dive into the MOI digital communities, Fetesha Downs will walk through actionable steps you can take immediately to engage and retain younger parents online.

Fetesha Downs has worked for YWCA Metropolitan Chicago for the last decade. As the organization's Manager of Digital Brand Experience, she coordinates all digital platforms (social media, email, websites, and a white label app) to share the dynamic story of the organization. In addition, she manages the nonprofit's e-commerce platform, YShop.org, which curates goods and services from a variety of local and national businesses. Fetesha also facilitates trainings on select Inclusion Chicago offerings – provided by YWCA Metropolitan Chicago – in the Diversity, Equity, and Inclusion space. She holds a Masters in Nonprofit Management and Leadership.

