



# Harnessing Social Media for Resettlement

A resource guide to getting started



# Introduction

Settle In is a comprehensive digital resource designed to assist individuals and families in the process of resettling in the United States. Settle In provides essential information, guidance, and support to newcomers, helping them navigate the complexities of their new environment.

Since 2017, the Cultural Orientation Resource Exchange, under the International Rescue Committee (IRC) has created and managed Settle In. Growing from the initial website and mobile app, Settle In expanded to Facebook in 2021 originally aiming to pilot additional support for Afghan SIV holders, but ultimately pivoting to meet the needs surrounding the larger Afghan evacuation efforts. Now the page supports additional languages of Ukrainian, Russian, and Spanish. Settle In's Facebook expansion paved an important path to meet newcomers in a digital space that was familiar for them.

By offering best practices and insights, this resource guide aims to provide important Settle In promising practices and insights for those looking to communicate with newcomers through social media.

## SETTLE IN FACEBOOK PAGE OBJECTIVES



Make sharing Settle In content easier for newcomers



Battle misinformation newcomers saw on social media



Share resources and time-sensitive updates



Provide a much-needed, two-way communication in-language for newcomers

# The Role of Social Media in Supporting Resettlement in the U.S.

Social media can be a powerful tool for building awareness around issues faced by individuals resettling in the United States. Platforms like Facebook, Instagram, and YouTube can help organizations and individuals share real stories, highlight challenges, and bring attention to the realities that impact resettlement.

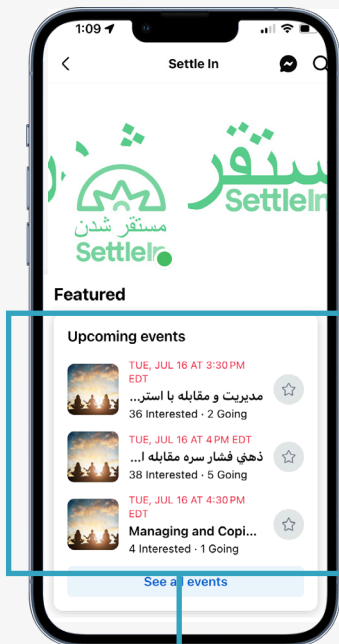
The sense of community that can be fostered through social media is invaluable for individuals resettling. Online groups and forums provide a space for shared experiences, advice, and emotional support. By connecting with others who are undergoing similar transitions, individuals can combat feelings of isolation and find solidarity.

## SCREENSHOTS OF SETTLE IN FACEBOOK PAGE

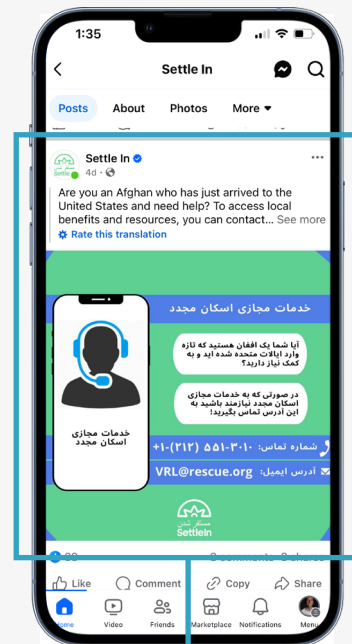
Facebook pages like Settle In serve as a valuable educational resource, providing crucial information on legal rights, available community resources and articles, multimedia, live events, and informational posts that facilitate ongoing learning.



Messaging function



Live events



Informational post

# Getting Started

**E**mbarking on your social media journey to support newcomers requires planning. To begin, define clear goals for your social media efforts, which may include: raising awareness around public health, providing information on after-school programming, or building an online community of support. Next, consider your audience. Who are they? What languages do they speak? How do they currently find resources? Answering these questions will help identify the platforms that best suit your target audience and objectives—Facebook for community groups, Instagram for visual storytelling, or YouTube for a content library. Lastly, create profiles that represent your mission with a bio, profile photo, and community guidelines that clearly reflect your purpose ([Appendix A](#)).

Here are some platform trainings and resources to help you get started:



Facebook Blueprint: [Create Your Facebook Business Page](#)



Hootsuite Academy: [Social Media Marketing Course](#)



LinkedIn Learning: [Building an Online Community](#)



Meta Business Help Center: [How to Create a Facebook Business Page](#)

## Understanding Your Audience



Understanding your audience is the most important step to getting started. Begin by identifying your target audience's demographics, interests, challenges, and behaviors. Use surveys, social media tools, and feedback from your followers to gain deeper insights. Creating content that meets the specific needs of your audience creates higher engagement. For instance, when your audience includes newcomers, focus on relevant topics such as housing, legal rights, and healthcare options in their preferred language.

The Settle In team conducted a larger needs assessment before launching the Facebook page to understand the audience's needs, habits, and current level of access to information. Before beginning your social media journey, consider a phone or online survey to evaluate information needs, preferences, access to services, vulnerabilities, and challenges. Since launch, Settle In has conducted annual online user surveys to get feedback on social media posts and topics to ensure the information shared on the page is useful.



The online surveys include questions, like:

1. Did you use the Facebook groups or pages for information about your situation?
2. During your first three months in the U.S., what types of information did you need, but had trouble accessing?
3. When using social media, which type of content do you prefer to engage with?

## The Importance of Language and Translation



Language is key in any form of communication. Supporting newcomers and their resettlement is no different. Ensure your content is not only translated, but also culturally appropriate. Balance your budget needs, knowing culturally relevant translation services are essential but can be costly.

Consider the following options while budgeting for language:

### Translations

- Hire a staff person(s) or work with a highly trained volunteer to provide accurate and culturally sensitive content translations;
- Maintain an ongoing list of pre-translated messages that have been reviewed for accuracy to save time and resources while still offering useful information;
- Avoid auto-translations within Facebook or Instagram as they are often unreliable or inaccurate, which causes confusion.

### Literacy Levels and Word Choice

- Choose simpler words to help explain highly technical topics, such as immigration or the legal system;
- Offer information in a variety of ways, including videos and images, to reach all literacy levels;
- Avoid text-only or text-heavy posts.

# Creating and Managing Content

Creating and managing content is crucial for maintaining a strong and impactful social media presence, especially when supporting resettlement in the U.S.

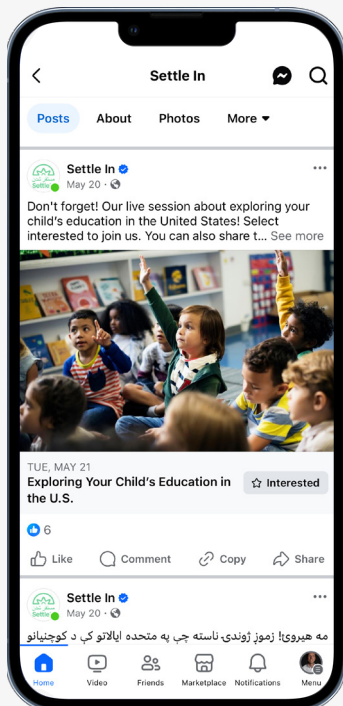


## Content Development

High-quality, relevant content not only attracts and engages followers but also builds trust. Through informative articles, compelling stories, and interactive posts, organizations can educate newcomers, dispel myths, and provide guidance on navigating their new environment.

Use a mix of content types ([Appendix B](#)) to keep your audience engaged, like:

- Personal stories of newcomers who have recently arrived in the U.S.
- Infographics that break down complex information, like the healthcare system
- Videos that allow viewers to hear directly from other community members
- Articles highlighting news or recent developments in resettlement



Keep posts interactive by:

- Posing questions to your audience “Are you a newcomer looking for information on home rental options?”
- Encouraging followers to share their thoughts “What types of indoor activities do your children enjoy when the weather is hot outside?”
- Hosting live Q&A sessions with experts or community leaders “Join our Q&A on how to file your taxes!”
- Regularly update your content calendar to provide fresh and relevant information
- Respond to comments and messages to build trust and demonstrate commitment to support your audience

## Content Highlight: Leveraging Partnerships

Settle In tailors messaging to newcomer audiences by using content developed by resettlement professionals, online community groups, and relevant organizations to quickly share resources and consistently produce content. For example, Settle In [shared videos produced by the National Resource Center for Refugees, Immigrants, and Migrants on nutrition](#) across Facebook pages. Identifying national or local organizations to repurpose content can save you time and cost while still providing relevant information.



## Planning and Scheduling Content

Planning and scheduling content are essential for maintaining a consistent and organized social media presence. Develop a content calendar that outlines your posting schedule, key themes, and types of content. This allows you to provide timely information that lines up with important cultural dates, community events, and your own internal communication plans.

Use a mix of content formats like blog posts, infographics, videos, and interactive posts to keep your audience engaged. Additionally, plan for timely topics, such as school summer lunch programs or hurricane safety tips, and be flexible to adapt your schedule in response to unexpected developments in the resettlement landscape.

### JUNE 2024 SOCIAL MEDIA CALENDAR

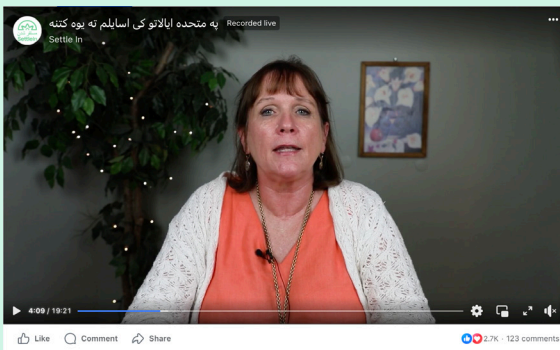
<span>📺 Video</span> <span>🖼️ Static Image</span> <span>🔄 Carousel</span> <span>🗣️ Live Events</span>						
						1
2	3 FB/IG/YT: Making a doctor appointment	4	5	6 FB: Live event promo graphic	7	8
9 FB/IG: Prescription infographic	10	11	12 FB Live event	13	14 FB/YT: Repost jive event	15
16	17	18 FB/IG: Share Settle In post	19	20 FB: Cultural holiday post	21	22
23	24 FB/YT: Swimming safety video	25	26 FB/IG: Share resource from your office	27	28	29 FB/IG: Requirements for driving in the U.S.
30						

Example of social media calendar

## Content Highlight: Hosting Live Events

Each month, Settle In hosts Facebook Live events to cover important resettlement topics. In September 2022, Settle In partnered with a resettlement agency to host a [Facebook Live event about the asylum seeking process](#). The event featured subject matter experts who offered information and resources that listeners had previously requested and subsequently received more than 67,000 views.

Live events hosted online are an effective way to discuss challenging topics, interact with newcomers, and get their real-time feedback. If you don't feel comfortable doing a live event, Settle In uses [Streamyard](#) to pre-record multi-lingual events and upload them on Facebook and YouTube. This option allows for live questions to be addressed in the comments sections while offering the flexibility for presenters to record their presentation ahead of time.



## Getting Creative

It is important to make your social media presence stand out in a crowd of thousands of other social media pages also reaching out to newcomers. Getting creative in your approach will help you and the information you're sharing make a lasting impact. Here are some tips for finding a unique visual identity that will help you stand out and creating engaging content on a budget.

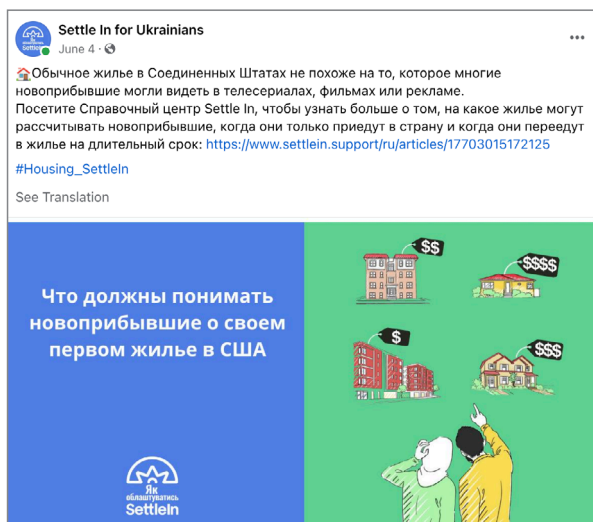


Settle In Facebook page promotional flyer



## FINDING A UNIQUE BRAND

- 1 **Define Your Brand:** What are your organization’s core values and mission? Try to choose colors, text fonts, and design elements that align with your message. Consider the emotional tone you want to convey—whether it’s warmth, urgency, or hope—and ensure your visuals support this.
- 2 **Consistency in Design:** Use consistent visual elements across all platforms to strengthen your brand recognition. Consistent use of logos, color palettes, and photo filters helps create a cohesive and professional look. Use tools like Canva to develop templates for your posts, ensuring uniformity without repeated effort.
- 3 **Authentic Imagery:** Incorporate authentic and diverse images that represents the communities you support. Use photos and stories from actual resettlement experiences to build a genuine connection with your audience. Avoid overly polished stock photos that may appear impersonal or generic.



Settle In social media examples

## Content Highlight: Utilizing Carousels

Settle In used a graphic carousel where multiple images were chosen to explain the steps of picking up a prescription. Translated in target languages, the carousel is a step-by-step guide from receiving a prescription from your doctor, sending it to a pharmacy, providing name and address for pickup, and paying for the medication.

Carousel imagery can be helpful for explaining these types of multi-step processes or breaking down complex topics into bite sized chunks of information.



## Creating Impactful Content on a Budget



- **Leverage Free Tools:** Many tools ([Appendix C](#)) can help you create high-quality content on a budget. Sites like [Canva](#) offer free access to design templates, while platforms like [Unsplash](#) provide high-quality, free-to-use images that can enhance your visual content.
- **DIY with Smartphone Photography:** Use your phone for photography and videography to create compelling visual content. Simple photography tips, like using natural light and following the rule of thirds, can significantly enhance the quality of your visuals.
- **Repurpose Content:** Maximize your content by repurposing it across different formats. Turn blog posts into infographics, convert video interviews into podcast episodes, or use quotes from success stories as standalone social media posts. This approach ensures that you get the most out of every piece of content you create.
- **Use Social Media Features:** Take advantage of built-in features on social media ([Appendix D](#)) that enhance content presentation. Use Instagram Stories for quick updates, Facebook Live for real-time engagement sessions, or polls to engage in questions and answers.

# Measuring Impact

Understanding how your posts perform allows you to gauge what's working, what's not, and how you can change your approach to improve engagement.

## Understanding Social Media Tools

Each social media platform provides its own set of tools that offer insights and measurements into your account's performance. Regularly review these to understand trends and patterns:

- **Facebook Insights:** Focus on measurements like reach, engagement, and audience information. Pay attention to the content that creates the most engagement with your audience.
- **Instagram Insights:** Analyze number of followers, engagement rates, and performance of different content formats like Stories, posts, and Reels.
- **YouTube Channel Analytics:** Views, watch times, subscribers, and subscriber demographics can help you understand what is most interesting for your audience.


In addition to these tools, Settle In recommends conducting an annual client survey to measure usefulness and trust among your audience. A few measurements to consider for your survey:

- The percentage of individuals who found your channel's information useful for their resettlement process.
- The percentage of individuals who felt the resources you shared were trustworthy.
- The percentage of individuals who report a positive interaction with your page.

**Immigration · 17** See all

مهاجرت · کڊوالي



**WHAT IS ASYLUM?**




20:21

**Overview of Asylum in the United States**

a year ago · 958 views

  38



اسايلم يا کڊوالي څه ته وايي؟




19:21

به متحده ايالاتو کي اسايلم ته يوه کتنه

a year ago · 68K views

  2.7K



پناهندگی يا اسايلم چيست؟



23:43

مروري بر پناهندگی يا اسايلم در ايالات متحده امريکا

a year ago · 4.5K views

  278

**Pay attention to the content that creates the most engagement with your audience.**

### Changing Content when Needed

Making improvements and changes are essential for you to be successful in your social media plan. Use the insights gained from social media tools and client surveys to make informed decisions and change your content as needed:

- **Content:** Identify which types of content is the most popular or important for your audience and focus on producing similar pieces. For example, if your videos have higher engagement rates, incorporate more video content into your social media.
- **Audience Feedback:** Pay attention to comments and messages from your audience—they provide valuable insights into what your followers like or dislike. Use this feedback to change your content to better meet their expectations.
- **Posting Times:** Social Media tools and measurements can reveal the times your audience is most active. Adjust your posting schedule to maximize engagement.



### Conclusion

Sharing accurate and up-to-date information with newcomers is essential to supporting the resettlement process. Your organization can continue to support newcomers' navigation of a new community through placing that information directly in their hands. Creating an effective social media plan involves learning about your audience, maintaining consistent and engaging content, and using available tools and resources. Focus on gathering insights from your audience and your social media posts, ensuring all content meets culturally appropriate translation needs, and using visuals to enhance your social media presence. By following these recommendations, you can create an engaging and impactful social media presence that shares resettlement resources and fosters a supportive community.

## Appendix A

### Community Guidelines Template



1. This is a safe space. Any form of hate speech, xenophobia, racism or homophobia will not be tolerated. Anyone commenting hate speech or harassing other users will be blocked immediately.
2. Treat other community members with respect. You never know what battles someone is fighting. If someone in the page/group is harassing or belittling you, let us know in a Private Message — we'll do what we can to help you.
3. We will not allow any discussion or promotion of illegal activity.
4. Please don't comment any graphic or distressing content.
5. Protect your own and other people's privacy. Don't post phone numbers, addresses, or links to other people's personal profiles.
6. Only post comments related to the page/content.
7. Enjoy!

## Appendix B

### Content Examples



#### Live Events:

- [Seeking Asylum](#)
- [Understanding Taxes in the U.S.](#)



#### Video:

- [How to Pick Up a Prescription](#)
- [Vaccines Save Lives](#)
- [Food in the United States](#)
- [Car Emergency Kit](#)
- [Swimming Safety](#)



#### Carousel:

- [How to Pick Up a Prescription](#)



#### Article Promotion:

- [Medical Interpretation](#)
- [How to Travel Between States in the U.S. Without a Car](#)
- [Housing Affordability in the U.S.](#)

## Appendix C

### Free Tools & Resources

- Hubspot: [Content Creation Courses](#)
- Noble Desk: [Free Digital Marketing Courses](#)
- Google Digital Garage: [Fundamentals of Digital Marketing](#)
- Meta Blueprint: [Marketing Courses](#)
- Meta Blueprint: [Meta Certification](#)
- Canva: [Creative Development](#)
- Unsplash: [Free Images](#)

## Appendix D

### Platform Features

Facebook:

- [Business Resource Hub](#)
- [Advertising Formats](#)
- [Business Help Center](#)
- [Facebook Business Features](#)

Instagram:

- [Instagram Business Resources](#)
- [Content Development](#)
- [Advertising Guide](#)

YouTube:

- [Updates & News on Product Features](#)
- [Growing Your Channel](#)