



Gift of Adoption FUND

Social Media and Storytelling Quick 5

Social Media: Housekeeping

This Quick 5 is meant to focus on Gift of Adoption framework for social media and storytelling rather than a training on how to post on social media and how to manage social media.

If you need training on how to manage and post on social media, there are many help guides and forums available on Facebook and Instagram.

You can also message us at chaptersupport@giftofadoption.org and we would be happy to set up a one-on-one 15-minute training to get you up and running on your chapter's social platform.

Social Media: National

Gift of Adoption National is active on the following platforms, please follow us:

- [Facebook](#)
- [Instagram](#)
- [LinkedIn](#)
- [TikTok](#)
- [Vimeo](#)
- [YouTube](#)

We love to introduce our newest chapter board members on LinkedIn!



Social Media: Chapter Pages

All chapters have an active Facebook page:

- All chapters should have at least one chapter board member who has admin access for their Facebook page and responsible for posting chapter specific content.
- If a chapter does not have someone assigned, they should encourage a chapter board member to take on this role and/or recruit a volunteer to do so.
- Chapters can also have an Instagram, if you do not have one and would like one message chaptersupport@giftofadoption.org.
- National holds and manages one presence on LinkedIn, TikTok, YouTube, Vimeo and chapter board members are encouraged to share content via their personal pages vs creating a chapter page.

If you are not sure where your chapter stands on social media, email chaptersupport@giftofadoption.org and we can connect

Social Media: Management

Gift of Adoption is now using a social media management tool, Hootsuite!

What does this mean for chapters?

What National Will Handle

The national office will now manage core mission content and scheduling through Hootsuite, including:

- Posting grant stories across chapter pages
- Sharing national campaigns and announcements
- Maintaining consistent branding and messaging
- Scheduling posts to maintain regular posting cadence
- Providing graphics and templates for chapters to use



Social Media: Management

What Stays the Same

- Each chapter will still have admin access to their pages
- National will still create Facebook events and schedule sponsor posts
- Chapters should still post when they have local stories or activities
- Chapters are still encouraged to send photos or stories that national can turn into posts
- Board members should still share content to their personal pages and invite supporters to engage



Social Media: Management

What Chapters Should Focus On

Each chapter social media team should aim to:

- ✓ Engage with 3–5 posts per month across platforms
- ✓ Share 1–2 local posts per month
- ✓ Submit photos/stories from local activities to national
- ✓ Amplify national posts when relevant
- ✓ Recruit and grow local audience



Social Media: Chapters Post Ideas

- Posts photos and celebrations from your fundraising event and tag people if you know them.
- If you speak at a community group, ask for a photo and share it on social media
- Chapters who receive media coverage should post the link to their media coverage on their social site
- Celebrate chapter milestones, like total number of adoptions completed, funds distributed for adoption, years of service. This information can be found on your Chapter Fact sheet on your chapter website.

Example: Virginia Chapter sharing a local news story about a GOA grant family



Social Media: How Can I Increase My Audience?

- Ask all your chapter board members who are active on social media to invite their network to follow your chapter social media page(s)
- Share any GOA national posts on your page because "Sharing" help boost reach and audience for all
- Follow organizations/groups who are working parallel to GOA such as your past event sponsors/supporters, community foundations who have provided your chapter with grant funding, local adoption/foster care agencies, local adoptive parent associations/groups.
 - When posting tag the company (if appropriate) and it will increase the chance of the post appearing in the feeds of followers of the company which may convert them to followers of the chapter page.
- Share adoption related news that is in alignment with GOA's values.
- If you are not sure if it is ok to share, reach out to chaptersupport@giftofadoption.org and ask.

Social Media Policy

Important takeaways:

- GOA is committed to keeping the focus of our communications on our mission and keeping a positive representation of the GOA brand across all social media platforms.
- GOA grants are awarded without regard to an applicant's race, ethnicity, age, religion, marital status, or sexual orientation.
- Anyone posting should honor GOA's non-discriminatory policy and avoid partisan political statements or evangelizing for anything other than the cause of adoption.
- Before sharing photos of families, always check in with us at chaptersupport@giftofadoption.org to make sure we have the family's permission on-file.
 - Always avoid sharing the family's last name and other potentially identifying information, like their town of residence or the adoption agency they're working with.
- Please refrain from creating social media accounts for your chapter on any additional platforms. If you'd like to open an account on Instagram please reach out to [Chapter Support](#).

[View Full Policy Here](#)

Social Media: Responsibly Sourced Stories

Full Guide Located here: [Responsibly Sourced Stories Guide](#)

Terms To Avoid	Positive Adoption Language	Subject
Give up for adoption, put up for adoption, give away, adopted out, abandoned	Make an adoption plan, choose adoption, place child for adoption, terminate parental rights	Birthparent
To keep her child	To parent her child	Birthparent
Adopted child or Own child	child/son/daughter	Child
Special needs child	Child with special needs	Child
Adoptee	Person who was adopted	Child
Adoptive parent/father/mother	Parent, mother, father, mommy, daddy	Family
Forever Family	“permanent family,” “permanent, loving family, or “permanent loving family through adoption.” We choose these words rather than “forever family” to honor a child’s parents by birth as well as remaining aware that disruptions within adoptions do occur.	Family
Foreign adoption	International Adoption/Intercountry	General

Social Media: Grant Related Posts

Every month, many of our chapters complete grants and the results are visible on your chapter plan. Here is an example of how you can post about these on social media and avoid sharing personal details about the child.

We've completed an adoption grant in XX County! XX children served in 2026!

More than \$XX,XXX invested in grants so far this year! Every dollar makes a difference!

You can post them as just text on a color background.



Social Media: Grant Related Posts

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	GSC Review	Chapter	Child Country	Child State	# of Kids	City	County	State	Tier	Type	File Name	Grant Amount	Opening Balance	FY25 YTD Rev Thru 04/30/25 to Grant Fund*	Remaining Balance		
2	2/4/2025		Domestic		1					1 Approve (G)		\$3,000.00					
3	2/4/2025		Domestic		1					1 Approve (G)		\$5,000.00					
4	2/4/2025		Domestic		1					1 Approve (G)		\$5,000.00					
5	2/4/2025		Domestic		1					1 Approve (G)		\$3,000.00					
6	2/4/2025		Mexico		2					1 Approve (G)		\$7,500.00					
7	4/1/2025		Domestic		1					1 Approve (G)		\$1,000.00					
8	4/1/2025		Domestic		1					2 Approve (G)		\$5,000.00					
9	4/1/2025		Domestic		1					2 Approve (G)		\$7,500.00					
10	4/22/2025		Domestic		1					1 Increase (G)		\$1,500.00					
11					7							\$38,500.00					
12																	
13																	
14																	
15																	
16																	
17																	
18																	
19																	
20																	
21																	
22																	
23																	
24																	
25																	
26																	
27																	
28																	
29																	
30																	
31																	
32																	
33																	
34																	

Grant details are updated every month on your chapter plan which you receive via email around the 15th of each month.

Click on the GrantDetail Tab

Fields: Type, Approved (G) means there's a grant approved

Child Country is how you can use language like domestic or international adoption

If two children are listed as part of the adoption, it could indicate this is an example of preserving a sibling group (confirm by emailing chaptersupport@giftofadoption.org)

Note: I blacked out the details since this is a training, on your plan this information is visible.

Social Media: Milestone-Related Posts

- Celebrating our 10th grant of the year! Excited to bring so many families together through your support.
- Join us in celebrating our 5th Anniversary as a Chapter by making a making a gift today.
- We've just invested more than \$1,000,000 in grants!

You can post them as just text on a color background or use a stock image that DOES NOT include faces.



Social Media: Where To Find Milestone Info

Your Chapter Fact Sheet is a great info source and is located on your chapter website here:

<https://giftofadoption.org/get-engaged/>

Use Chapter Fact Sheets as a baseline for where you started the year.

Using Missouri Chapter as an example, by looking at the Grant Detail tab you can track progress and celebrate serving 135 children since your inception in 2019, or when you reach \$500,000 in grants awarded, etc.

Gift of Adoption MISSOURI

Missouri Chapter
Founded in 2019

As of December 31, 2025, Gift of Adoption has awarded **\$457,787** in adoption assistance grants across Missouri to complete the adoptions of **135 children**.

CHAPTER GOAL
Each year, Gift of Adoption receives requests from approximately 19 qualified families in Missouri — representing a funding need of **\$121,600**. The goal of the Missouri Chapter's all-volunteer board is to raise enough funds to help complete adoptions for every qualified application. 100% of gifts to the Missouri Chapter fund adoption grants, uniting children with permanent, loving families.

MISSION Gift of Adoption (GOA) is a national charity that raises funds to provide grants to complete the adoptions of children in vulnerable circumstances—giving them permanent families and a chance to thrive.

PRIORITY Priority is placed on helping children facing what is possibly their only chance at adoption, including children at-risk of separation from siblings, entering foster care, aging-out of an orphanage or with critical medical conditions. Our grants are given without regard to age, race, ethnicity, religion, sexual orientation or marital status and are paid directly to agencies and attorneys working on the child's behalf.

ELIGIBILITY Any U.S. citizen adopting from anywhere in the world (domestic or international) who has an approved home study is eligible to apply. Financial need must be demonstrated.

HISTORY Gift of Adoption was founded in 1996 by adoptive parents Gene and Lucy Wyka of Grafton, Wisconsin. Due to overwhelming demand for adoption assistance grants, the Wykas converted their foundation from a private family foundation to a public charity in 2001.

NATIONAL IMPACT Since inception, GOA has awarded \$23.9 million to complete the adoptions of over 7,000 children. Nationwide, Gift of Adoption is only able to fund 2 out of 3 qualified applicants putting adoption out of reach for many families who otherwise would adopt. We invite you to join us in making a difference in the life of a child today!

UPDATED DECEMBER 2025

You don't have to adopt to give a child a family.

2025 TOP-RATED
BBB
Platinum Transparency 2025
Candid
BEST AMERICAN CHARITY
Charity Navigator
FOUR-STAR
2025

info@giftofadoption.org
(847) 205.2784
www.giftofadoption.org

Gift of Adoption is a 501(c)3 charity (EIN 39-1863217)

Social Media

Thank you for your help raising awareness through
Social Media and Storytelling!

Questions?

chaptersupport@giftofadoption.org

Thank you!