



**national
healthy marriage
resource center**

 **Two Of Us.org**

Launching a National Conversation about Marriage among 18-30 Year-olds

Ellen Holman, MSc



Media Campaign Partners



TWEENS TEENS TWENTY-SOMETHINGS / TRU-INSIGHT.COM



National Conversation about Marriage

- Partners
- Background
- Campaign Objectives
- Learning about 18-30 year olds
- Campaign Implementation

Background

- A national campaign because:
 - Hundreds of providers like you are offering marriage education services in communities throughout the country and we need a broader communications program to support that work.
 - We have a wealth of information about healthy marriages and relationships, yet little has been done to disseminate this information to the general public on a national scale.

Background

- Target 18-30 year olds because
 - Have high expectations that their marriages will last a lifetime
 - Postpone marriage
 - Opt to live together—prior to marriage or instead of marriage
 - High percentage of first marriages fail; provide guidance BEFORE and during marriage

Campaign Objectives

- To launch a national conversation about marriage among 18-30 year-olds
- Increase confidence that marriage is a viable option
- Provide the tools and skills to help people reach their relationship goals through **TwoOfUs.org**



Learning about 20-somethings: How?



TWEENS TEENS TWENTY-SOMETHINGS / TRU-INSIGHT.COM

1

Understand attitudes, beliefs, and behaviors toward marriage

2

Identify and profile segment(s) within the target audience

3

Guide the development of strategic messages



Learning about 20-somethings

Phase 1: Qualitative Exploration

Understand attitudes, beliefs, and behaviors toward marriage

- ✓ Boston
- ✓ Chicago

- ✓ Los Angeles
- ✓ Knoxville

Learning about 20-Somethings

- Phase One Informed development of survey development
- Identified themes to ask about, such as:
 - Work and Reward:
 - Tapping into the reality of what it takes to make marriage work; resonated across segments and cited by many as arguments to stay married
 - Emotional Benefits to Marriage
 - Both married and unmarried respondents were compelled by these emotional benefits; seemed to capture the deep-seeded desire for partnership:



Learning about 20-somethings

Phase 2: Quantitative Segmentation

Identify and profile segment(s) within the target audience

- ✓ Conducted 20- minute, online, national survey based on qualitative findings
- ✓ 3,602 18-30 year-olds
- ✓ Balanced across age and gender
- ✓ Quotas for ethnic representation (16% Hispanic, 19% African American)
- ✓ Reliability rate of +/- 1.63% nationally, and statistically valid sub-samples for African Americans and Hispanics (4%)

Learning about 20-somethings

- Phase 2 findings:
 - Information about the whole group, such as:
 - 82% of young adults claim they will be married for life
 - 87% of young adults believe love is the number one reason to get married
 - Population broken down by attitudes
 - Now we don't have to rely on only demographics or relationship stages to target our audience

The five young adult segments: “Marriage is....”

“...the centerpiece of my life’s plan”

True Believers

22%

The I Don'ts

14%

“...an unnecessary risk”

The Not Yet Set

22%

“...something I’m not ready for”

“...a love story”

The Romantics

19%

“...a partnership”

The Realists

23%



Campaign Preliminary Messages



“Marriage is an unnecessary risk”



“Marriage something I’m not ready for”



“Marriage is a love story”



Learning about 20-somethings

Phase 3: Qualitative Message Testing

Test potential media messages with target segments

- ✓ Boston
- ✓ Chicago
- ✓ Sacramento
- ✓ Lexington



Learning about 20-somethings

- Phase 3 findings
 - Marriage is ***aspirational***, but not usually top-of-mind
 - Marriage is ***in the future*** after certain milestones are met
 - “Marriage” requires a fresh vocabulary
 - Serious subject, but can inject humor

Learning about 20-somethings: What else do we know?

- Like fun, technology, and spending time with friends
- Are more habitual consumers
- Are even more connected
- Use their PCs as media centers
- Treat their phones as a communications tool
- Prefer Portable Devices
- Are Social Computing aficionados



Campaign Implementation

- Not your mother's media campaign
 - Emphasis on New Media Tactics
 - Traditional media will supplement new media
 - A online-based call to action: go to TwoOfUs.org
 - Develop TwoOfUs.org as a national consumer-focused site for relationship and marriage information



**national
healthy marriage
resource center**

 **Two Of Us.org**

New Media Strategy

Holly Maust, BarkleyREI



What is important to the 20-somethings?

Me

Me

Me

Me

Me

I want to be a part of a community.

Me



What does this mean for the online space?

- **It's All About Me + I want to be part of a community = Social Media** (Let me tell you about what I'm doing and we can be friends)
- ***It Also Equals***
 - I want to **consume media on my own terms** when I want it and where I want it
 - This is why you are seeing this target audience use Tivo, iPod, Satellite Radio, iPhone, Mobile Applications, **TV Shows online, YouTube, iTunes, Gaming**



How Do We Interact With This Audience?



TwoOfUs.org

- To be the “first stop shop” in providing information, resources, and training on healthy marriage to individuals and couples through the web.
- Built by relationship stage
- Website that speaks to the target audience
- Has a sense of COMMUNITY
- Great content

TwoOfUs.org Home Page

TwoOfUs.org Find it... **SEARCH**

DATING **EXCLUSIVE** **ENGAGED** **MARRIED** **PARENTS** **COMMUNITY**

COMMUNICATION

Honey Did You Hear Me?

Learning to talk and really listen to each other is the first step towards good communication.

READ THIS

- [Honey Did You Hear Me?](#)
- ↳ [Listening is Not a Spectator Sport](#)
- ↳ [Start Soft When You Want to be Heard](#)



Expert Q&A

Q: Nearly every couple we talk to says that communication is the key to a successful marriage. But when we ask these same couples what "good communication" is, we get a lot of foggy answers. Can you pin-point the most essential parts of good communication for us?

A: "If you were to boil down good communication skills to their bare essence," we are sometimes asked, "what would you have?" With so many thick books on communication, it is sometimes difficult to cut ... [Read more](#) →

Quick Poll

Which means more in keeping your relationship alive?

Small, everyday efforts

Grand gestures

Vote **Results**

What you're talking about

On the boards

- > [Discussion - Should we discuss past relationships?](#)
Posted By: dcallihan
- > [Discussion - Testing Subject](#)
Posted By: Tester1
- > [Discussion - test 4](#)
Posted By: dcallihan
- > [Discussion - Test #3 - Forum](#)
Posted By: dcallihan

Hit the boards →

CHECK IT OUT

- [Can You Really Change a Person?](#)
- [In Search of Supermom](#)
- [Money Tips for Newlyweds](#)
- [Sex After Baby](#)

LIFE & LOVE



Get tips on relationships, marriage, family, and more with our monthly email.

Sign up



TwoOfUs.org Dating Section

The screenshot shows the 'DATING' section of the TwoOfUs.org website. At the top, there is a navigation bar with tabs for DATING, EXCLUSIVE, ENGAGED, MARRIED, PARENTS, and COMMUNITY. Below this is a large image of a couple sitting at a table outdoors, smiling at each other. To the right of the image is a 'QUICK POLL' section titled 'What is your favorite date activity?' with four radio button options: 'Catching a movie', 'Going to a sporting event', 'Eating dinner together', and 'Watching a live performance'. Below the poll are 'Vote' and 'Results' buttons. Underneath the poll is a 'JOIN THE COMMUNITY' section with a photo of a group of people and the text 'Share photos, discuss the latest topics, and chat with other members.' Below that is an 'IN YOUR AREA' section with the text 'Find a healthy marriage or family program near you.' and a dropdown menu for 'Select your State...'. The main content area is titled 'Dating' and includes a breadcrumb trail 'Home > Dating'. There is a 'DATING' RSS feed icon. The main article is titled 'A Little Thing Called "Fear of Commitment"' and discusses the challenges of commitment in relationships. Below the article is a 'Hot Topics' section with links to 'Relationship Skills', 'Romance', 'Living Together', 'Considering Marriage', 'Challenges', and 'For Singles'. To the right of the article is a 'Top Articles' section with a list of four links: 'Your Relationship - Healthy or Unhealthy?', 'Can You Really Change a Person?', 'Should We Live Together?', and 'Dates That Won't Break the Bank'. Below this is a 'What you're talking about' section with a link to a discussion about 'What qualities are most important to you in someone you date?' and a 'Posted By: TwoOfUsAdmin' credit. At the bottom of the main content area is a link to 'Hit the boards >'. The footer of the page contains the TwoOfUs.org logo, contact information for the National Healthy Marriage Resource Center, and several utility links including 'ACCOUNT', 'COOL STUFF', 'LEARN MORE', and 'MORE INFO'.



TwoOfUs.org Exclusive Section

The screenshot shows the TwoOfUs.org website interface. At the top, there is a navigation bar with the site logo and a search bar. Below the navigation bar are several tabs: DATING, EXCLUSIVE, ENGAGED, MARRIED, PARENTS, and COMMUNITY. The main content area features a large image of a couple embracing, followed by a yellow banner with the word "Exclusive". Below this, there is a breadcrumb trail "Home > Exclusive" and a red "EXCLUSIVE" badge. The main article is titled "How to Combine Your Lives without Losing Your Identity" and includes a short paragraph of text and a "Read this >" link. To the right of the article are sections for "Top Articles" (listing four links), "What you're talking about" (with a discussion link), and "Hit the boards >". On the right side of the page, there is a "QUICK POLL" section with a question and five radio button options, a "LIFE & LOVE" section with a photo of a couple and a "Sign up" button, and an "IN YOUR AREA" section with a "Select your State..." dropdown menu.

TwoOfUs.org Engaged Section

TwoOfUs.org

DATING EXCLUSIVE **ENGAGED** MARRIED PARENTS COMMUNITY

Find it... SEARCH

Engaged

Home > Engaged

ENGAGED

How to Survive the Wedding

Planning and surviving a wedding may be the first in a long line of tests a couple faces in their relationship. So how do you survive a wedding without destroying the reason you're getting married in the first place?
[Read this -](#)

Hot Topics

- > [Preparing for Marriage](#)
- > [Marriage Skills](#)
- > [Romance](#)
- > [Challenges](#)

Top Articles

1. [10 Things You Can Do to Have a Healthy Marriage](#)
2. [A Game Plan for Effective Communication](#)
3. [How to Combine Your Lives Without Losing Your Identity](#)
4. [How to Survive the Wedding](#)

What you're talking about

- > [Discussion - How did you know you were ready to get married?](#)
Posted By: TwoOfUsAdmin

[Hit the boards -](#)

QUICK POLL

How long did you date before you became engaged?

0-6 months
 7-18 months
 18 months-3 years
 3+ years

[Vote](#) [Results](#)

Couples who date for at least a year before getting married are more likely to have a successful marriage.

LIFE & LOVE

Get tips on relationships, marriage, family, and more with our monthly email.

[Sign up](#)

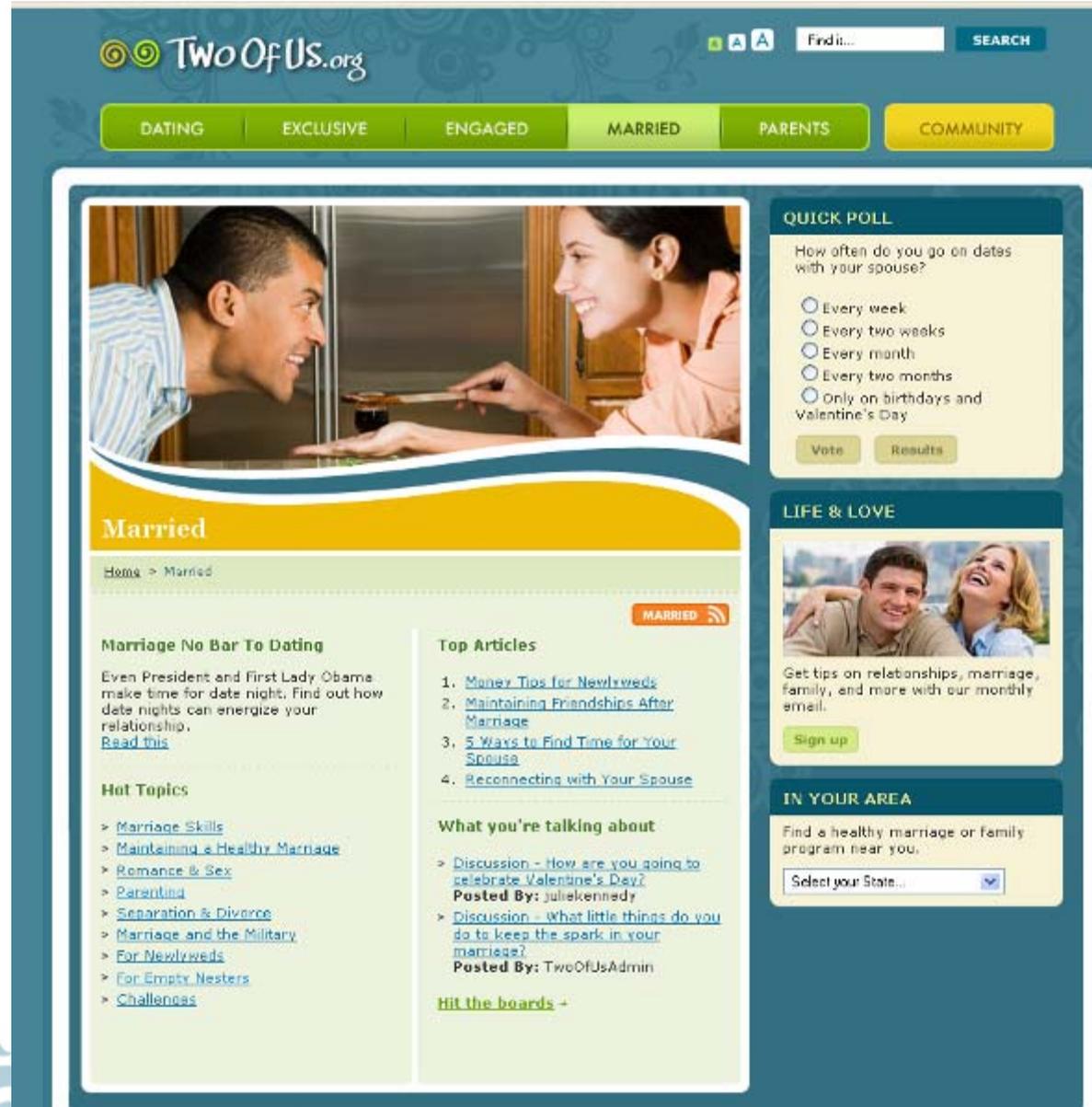
IN YOUR AREA

Find a healthy marriage or family program near you.

Select your State...



TwoOfUs.org Married Section



The screenshot displays the TwoOfUs.org website interface. At the top, the logo "TwoOfUs.org" is visible on the left, and a search bar with the text "Find it..." and a "SEARCH" button is on the right. Below the logo is a navigation menu with buttons for "DATING", "EXCLUSIVE", "ENGAGED", "MARRIED" (which is highlighted in yellow), "PARENTS", and "COMMUNITY".

The main content area features a large image of a smiling couple in a kitchen. Below the image is a yellow banner with the word "Married" in white. Underneath the banner, the breadcrumb "Home > Married" is shown. To the right of the breadcrumb is a red "MARRIED" button with an RSS icon.

The main content is divided into two columns. The left column has a section titled "Marriage No Bar To Dating" with a sub-headline "Even President and First Lady Obama make time for date night. Find out how date nights can energize your relationship." and a link "Read this". Below this is a "Hot Topics" section with a list of links: "Marriage Skills", "Maintaining a Healthy Marriage", "Romance & Sex", "Parenting", "Separation & Divorce", "Marriage and the Military", "For Newweds", "For Empty Nesters", and "Challenges".

The right column has a "Top Articles" section with a list of four links: "Money Tips for Newweds", "Maintaining Friendships After Marriage", "5 Ways to Find Time for Your Spouse", and "Reconnecting with Your Spouse". Below this is a "What you're talking about" section with two discussion links: "Discussion - How are you going to celebrate Valentine's Day?" (posted by juliekennedy) and "Discussion - What little things do you do to keep the spark in your marriage?" (posted by TwoOfUsAdmin). At the bottom of this section is a link "Hit the boards +".

On the right side of the page, there are two sidebars. The top sidebar is titled "QUICK POLL" and asks "How often do you go on dates with your spouse?". It has five radio button options: "Every week", "Every two weeks", "Every month", "Every two months", and "Only on birthdays and Valentine's Day". There are "Vote" and "Results" buttons below the options. The bottom sidebar is titled "LIFE & LOVE" and features a photo of a couple. Below the photo is the text "Get tips on relationships, marriage, family, and more with our monthly email." and a "Sign up" button. Below that is a section titled "IN YOUR AREA" with the text "Find a healthy marriage or family program near you." and a dropdown menu labeled "Select your State..." with a blue arrow icon.

TwoOfUs.org Parents Section

The screenshot shows the TwoOfUs.org website's Parents section. At the top, there is a navigation menu with buttons for DATING, EXCLUSIVE, ENGAGED, MARRIED, PARENTS (which is highlighted), and COMMUNITY. A search bar is located in the top right corner. Below the navigation, a large image shows a family of four (mother, father, and two children) playing with toys in a bathtub. To the right of this image is a 'QUICK POLL' section with the question 'What was the biggest surprise about becoming parents?' and four radio button options: 'No money', 'No time together as a couple', 'No sleep', and 'No sex'. Below the poll are 'Vote' and 'Results' buttons. Underneath the poll is a 'LIFE & LOVE' section featuring a photo of a smiling couple and the text 'Get tips on relationships, marriage, family, and more with our monthly email.' with a 'Sign up' button. Below that is an 'IN YOUR AREA' section with the text 'Find a healthy marriage or family program near you.' and a 'Select your State...' dropdown menu. The main content area is titled 'Parents' and includes a breadcrumb trail 'Home > Parents'. It features a 'Five Ways to Find Time for Your Spouse' article with a short paragraph and a 'Read this >' link. To the right of this article is a 'Top Articles' list with four numbered items: '1. What You Really Need Before Baby Comes', '2. In Search of Sunnami', '3. Fathering is Child's Play', and '4. 10 Tips for Parents'. Below the top articles is a 'What you're talking about' section with a discussion link 'Discussion - How do find time for your spouse when you have kids?' and 'Posted By: TwoOfUsAdmin'. At the bottom of this section is a 'Hit the boards >' link. On the left side of the main content area, there is a 'Hot Topics' section with a list of links: 'Preparing for Baby', 'Parenting Skills', 'Non-Traditional Families', 'Romance After Children', 'Parenting & Your Relationship', 'For Moms', 'For Dads', and 'Challenges'. A 'PARENTS' RSS feed icon is located to the right of the 'Hot Topics' section.

TwoOfUs.org

DATING EXCLUSIVE ENGAGED MARRIED PARENTS COMMUNITY

Find it... SEARCH

QUICK POLL

What was the biggest surprise about becoming parents?

No money

No time together as a couple

No sleep

No sex

Vote Results

LIFE & LOVE

Get tips on relationships, marriage, family, and more with our monthly email.

Sign up

IN YOUR AREA

Find a healthy marriage or family program near you.

Select your State...

Parents

Home > Parents

PARENTS

Five Ways to Find Time for Your Spouse

While a baby can be one of the most romantic things you and your partner do in your relationship, the arrival of a baby (and the parenting that follows) can make maintaining a close, romantic relationship a challenge.

[Read this >](#)

Hot Topics

- > [Preparing for Baby](#)
- > [Parenting Skills](#)
- > [Non-Traditional Families](#)
- > [Romance After Children](#)
- > [Parenting & Your Relationship](#)
- > [For Moms](#)
- > [For Dads](#)
- > [Challenges](#)

Top Articles

1. [What You Really Need Before Baby Comes](#)
2. [In Search of Sunnami](#)
3. [Fathering is Child's Play](#)
4. [10 Tips for Parents](#)

What you're talking about

> [Discussion - How do find time for your spouse when you have kids?](#)

Posted By: TwoOfUsAdmin

[Hit the boards >](#)

TwoOfUs.org Community

The screenshot displays the TwoOfUs.org website interface. At the top, the logo "TwoOfUs.org" is visible next to a search bar. Below the logo is a navigation menu with buttons for "DATING", "EXCLUSIVE", "ENGAGED", "MARRIED", "PARENTS", and "COMMUNITY". The main content area features a breadcrumb trail: "home" > "my home" > "photos" > "blogs" > "members" > "groups" > "message board".

Key sections include:

- Welcome:** A large graphic with the TwoOfUs logo and a "Join now" button.
- Most Recent Members:** A row of three member profile cards. The first two are generic avatars labeled "shamachyou" and "nat". The third is a photo of a couple labeled "sammvde04".
- Most Recent Videos:** A row of three video thumbnails. The first is a test pattern labeled "Testing Video". The second is a blurry image labeled "AM Walks = Better...". The third is a photo of a couple labeled "The XYZ Formula".
- Most Recent Photos:** A row of three photo thumbnails, all showing a young child.
- Most Recent Video:** A large video player with a play button and a progress bar.
- Most Recent Discussions:** A list of discussion topics with their authors and dates, such as "Finally, the federal government putting OUR money where THEIR mouth is" by "shamachyou" 1 day ago.

TwoOfus.Org Newsletter

Having trouble with this email? [View it in your web browser.](#)



News for dating, couples, marriage, and parenting

September 2008

Romance



That Lovin' Feeling May Cool Temptation

All you need is love. At least that's what the Beatles sang some 40 years ago. Now researchers are looking at the relationship between thinking about the love you feel for your partner and how it may help you resist temptation. [Read more](#)

More in Romance

- > [Magnus es domine et laudabilis valde magna virtus](#)
- > [Laudare te vult aliqua portio creat urae circumferens marem](#)
- > [Laudare te vult aliqua portio](#)
- > [Domine staret laudabilis valde magna virtus](#)

Of interest to you



Drs. Les and Leslie Parrott Marriage Experts

Magnus es domine et laudabilis valde magna virtus tua et sapientiae tuae non est testis monium eccelsituset nuptorio. Laudare te vult aliqua portio creat urae tuae eta circumferens mortalitem suam enou circun ferens.

Looking for relationship advice from a real expert?

Check out [Dr. Les and Leslie Parrott Blog](#).



Join the Community

Magnus es domine et laudabilis valde magna virtus tua et sapientiae tuae non est testis monium eccelsituset nuptorio. Laudare te vult aliqua portio creat urae tuae eta circumferens mortalitem suam enou circun ferens.

Find support, offer advice, and chat with people just like you.

[Sign up now](#)



Online Media

- Online media will be layered with traditional media plan to maximize efforts
- Banner ads will be run on sites that resonate with the target audience from the Marriage Segmentation Study



Social Media

Online Activities of Internet Users in the US and Canada, March-April 2008 (% of respondents)

Web-based search such as Google, Yahoo!, MSN, etc.

94%

Web-based e-mail such as Gmail, Yahoo! Mail, Hotmail, etc.

92%

Facebook, MySpace, or other social networking Websites

77%

Instant messenger such as Yahoo!, MSN, AOL, etc.

71%

Wikipedia or other wikis

59%

Gaming communities such as Xbox Live, etc.

35%

Personal blog

28%

Personal Website

26%

Skype or other Internet phone service

24%

Virtual worlds such as Second Life, etc.

14%

Note: ages 18-27; daily or frequent basis

Source: Microsoft, "Insurance Industry Survey" conducted by KRC Research as cited in "Millennials in Automotive Survey 2009," January 26, 2009

101286

www.eMarketer.com

Facebook & Myspace

- A social networking services that lets you connect with friends, co-workers, and others who share similar interests or who have common backgrounds.
- Many use it as a way to stay in touch after finishing school, or as a way to share their life publicly.

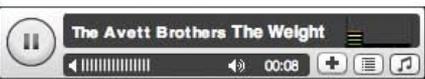
MySpace Page



Contact Two of Us.org

Send Message	Forward to Friend
Add to Friends	Add to Favorites
IM / Call	Block User
Add to Group	Rank User

Contact Two of Us.org:
www.myspace.com/NEED URL!!!!



- I Get A Kick Out of You by Frank Sinatra
- I Will Always Love You by Whitney Houston
- What a Wonderful World by Louis Armstrong
- At Last by Etta James

Stay Informed

Sign up for Emails and/or Wireless alerts and get updates from Two of Us.org.

Just enter your info below and hit the sign up button!

Name

Email Address

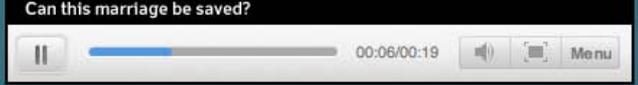
Mobile Phone (10 digits)

About us

Magnus es domine et laudabilis valde magna virtus tua et sapientiae tuae non est testic monium eccatisuiet nuportio?. Laudare te vult aliqua portio creat urae tuae eta circumferens mortalitem suam enou circumferens testic monium eccati suiet testim onium quia superbis. Superbis resistisea tamen laudare te vult aliqua portio creaturae tuae tuexcita urae tuae eta circumferens. Laudare te vult aliqua portio creat urae tuae eta circumferens mortalitem.

Find Two of Us on:
Facebook Twitter YouTube Youtube

Featured Videos



MySpace Page

[details](#) | [unsubscribe](#)

RSS Reader

Dating Information Compatibility Quiz

Jan 21, 12:56 PM

Take this quiz to let you know how your personalities may complement each other, or clash.

The Secrets to Getting Love Right This Time

Jan 21, 12:55 PM

This video explains how to maintain the confidence to move forward with the right romantic relationship.

The Latest Videos

Magnus es domine et laudabilis valde magna ([view](#))

Estarouve esnala domine et laudabilis ([view](#))

Pluramsis es domine splaubrumet maudabilis ([view](#))

Domine et laudabilis valde magna ([view](#))

Magnus es domine et laudabilis ([view](#))

Aliauqua esnala domine et laudabilis ([view](#))

[\[View video entries \]](#)

Two Of Us Friends

National Healthy Marriage Resource Center has 5 friends

Friend Name



Friend Name



Friend Name



Friend Name



Friend Name



View NHMRC Friends: [All](#) | [Online](#) | [New](#)

Two Of Us Friends Comments

Displaying 3 of 10 comments [View](#) | [Add Comment](#)

Friend Name



February 9, 2009 10:41 PM

Magnus es domine et laudabilis valde magna virtus tua et sapientiae tuae non est testic monium eccatisuiet nuportio?. Laudare te vult aliqua portio creat urae tuae eta circumferens mortalitem suam enou circumferens testic monium eccati suie.

Friend Name



February 4, 2009 9:41 AM

Magnus es domine et laudabilis valde magna virtus tua et sapientiae tuae non est testic monium eccatisuiet nuportio testic monium eccati suie. Domine et laudabilis valde magna virtus tua et sapientiae tuae non est testic monium eccatisuiet nuportio?. Laudare te vult aliqua portio creat urae tuae eta circumferens mortalitem suam enou circumferens testic monium eccati suie.

Friend Name



February 1, 2009 8:30 PM

Magnus es domine et laudabilis valde magna virtus tua et sapientiae tuae non est testic monium eccatisuiet nuportio testic monium eccati suie. Domine et laudabilis valde magna virtus tua et sapientiae tuae non est testic monium eccatisuiet nuportio?

Facebook Fan Page

Twoofusorg ◀ Browse more websites

 This Page has not been published. To make this Page public, [publish this Page](#).



Information edit

Website: <http://twoofus.org>
<http://community.twoofus.org>

Company Overview: The National Healthy Marriage Resource Center supports the Administration for Children and Families, furthering its commitment to promote and support healthy marriages and child well-being by providing research and program information and generating new knowledge about promising and effective strategies.

Mission: Our audience includes individuals, couples, families, educators, policymakers, researchers, and organizational leaders with an interest in marriage. The NHMRC provides access to print and... [\(read more\)](#)

The National Healthy Marriage Resource Center (NHMRC) is a national resource and clearinghouse for information and research relating to healthy marriages. We strive to be a "first stop shop" for marriage and family trends and statistics, marriage education and programming, scholarly research, and the latest news and events. In particular, the NHMRC also provides training and technical assistance presentations and documents for Federally funded Healthy Marriage Initiative grantees.

The Wall edit X
No wall posts See All

Edit Page
Edit Admins
Become a Fan
Add to my Page's Favorites

Share +

Favorite Pages X
6 of 7 Pages See All

-  **Couples' Life Magazine**
-  **Loving Your Long Distance Relationship**
Stephen Blake, author of Loving Your Long Distance Relationship
-  **The Dating Revolution**
-  **wedsimple.com - Wedding Planning and Wedding Websites for Engaged Couples**
-  **Green Parents Network**

Fans
There are no fans.

Photos edit X
2 of 5 albums Add Photos

-  **Parents**
Created about a week ago

Facebook Fan Page

Discussion Board edit x

Displaying 2 discussion topics

[Start New Topic](#) | [See All](#)

Parents...

1 post by 1 person. Updated on February 10, 2009 at 9:43am

Valentine's Day

1 post by 1 person. Updated on February 10, 2009 at 9:26am

iLike x

[See all](#)

[Edit \(admin only\)](#)

- [▶ S.O.S. by ABBA](#) iLike
Buy - Dedicate - [Video](#) - [Ringtone](#)
- [▶ I Get A Kick Out Of You by Frank Sinatra](#) iLike
Buy - Dedicate - [Video](#)
- [▶ All Shook Up by Elvis Presley](#) iLike
Buy - Dedicate - [Video](#)
- [▶ I Will Always Love You by Whitney Houston](#) iLike
Buy - Dedicate - [Video](#)
- [▶ I Want To Hold Your Hand by Across The Universe Soundtrack](#) iLike
Buy - Dedicate - [Video](#)
- [▶ I Got You Babe by Sonny & Cher](#) iLike
Buy - Dedicate - [Video](#)
- [▶ Can't Smile Without You by Barry Manilow](#) iLike
Buy - Dedicate - [Video](#)
- [▶ At Last \(featured\) by Etta James](#) iLike
Buy - Dedicate - [Video](#) - [Ringtone](#)
- [▶ The Power Of Love by Huey Lewis & The News](#) iLike
Buy - Dedicate - [Video](#) - [Ringtone](#)
- [▶ What a Wonderful World by Louis Armstrong](#) iLike
Buy - Dedicate - [Video](#) - [Ringtone](#)

[Create a custom playlist for your own page](#)

Powered by [iLike](#)

▶ Mini-Feed

No one has added fan photos.

[Edit Settings.](#)

Notes edit x

3 of 5 notes [Write a Note](#) | [See All](#)

- [In Your Area](#) 12:44pm Feb 10
- [After Baby...](#) 12:28pm Feb 10
- [Money Tips for Newlyweds](#) 12:27pm Feb 10

Poll x

1 of 1 polls [See All](#)

Which means more in keeping your relationship alive?

- Small, everyday efforts
- Grand gestures

[Vote](#) [Results](#)

YouTube Video Box x

No YouTube videos have been added.

[Add Videos.](#)

Simply RSS x

My Feeds

Dating

January 21

[Compatibility Quiz](#) 5:56pm

[Love Quiz and Relationship](#)

[Test](#) 5:55pm

[The Secrets to Getting Love Right](#)

[This Time](#) 5:55pm

Exclusive

January 21

[Compatibility Quiz](#) 5:56pm

[Love Quiz and Relationship](#)

[Test](#) 5:55pm

[Overcoming the Core Beliefs that](#)

[Cause Relationship Failures](#) 5:54pm

YouTube

- Video Sharing Site where users can upload, view and share video clips.
 - Embed your YouTube videos on your myspace/facebook pages etc...
 - Create & join groups

YouTube Channel Live

The screenshot shows the YouTube channel page for 'twoofusorg'. At the top, the YouTube logo is on the left, and navigation links for 'Videos', 'Channels', 'Community', and 'Upload' are in the center. On the right, there are links for 'Sign Up', 'QuickList', 'Help', and 'Sign In', along with a search bar. Below the navigation, there are links for 'Home', 'Featured', 'Playlists', 'Groups', 'Friends', 'Subscribers', and 'Subscriptions'. The main content area is divided into three sections: 'twoofusorg's Channel', 'Videos (7)', and 'Recent Activity'. The 'twoofusorg's Channel' section includes a channel profile picture, the channel name 'twoofusorg', and details such as 'Joined: February 06, 2009', 'Last Sign In: 12 hours ago', 'Videos Watched: 1', 'Subscribers: 0', and 'Channel Views: 4'. It also lists 'Age: 29' and 'Country: United States', with a 'Report profile image violation' link. The 'Connect with twoofusorg' section offers options to 'Send Message', 'Add Comment', 'Share Channel', and 'Add to Google+', along with the channel's URL 'http://www.youtube.com/twoofusorg' and an 'Embed This Channel!' option. The 'Recent Activity' section shows 'twoofusorg favorited a video (12 hours ago)' with a thumbnail for 'Marriage Counselling - You Can...'. The 'Videos (7)' section displays a grid of video thumbnails with titles, upload times, view counts, and channel names. The videos listed are: 'The XYZ Formula' (1:34, 13 hours ago, 1 view), 'Opposite Sex Friends' (1:47, 13 hours ago, 0 views), 'Losing Trust In Your Spouse' (2:30, 13 hours ago, 0 views), 'How To Argue Correctly' (1:41, 13 hours ago, 0 views), 'Finding Couple Time As Busy Parents' (2:40, 13 hours ago, 0 views), 'Facing Infidelity in Your Marriage' (3:23, 13 hours ago, 0 views), and 'Can This Marriage' (2:54, 13 hours ago, 0 views).

YouTube English
Videos | Channels | Community | Upload

Sign Up | QuickList | Help | Sign In

Home | Featured | Playlists | Groups | Friends | Subscribers | Subscriptions

twoofusorg's Channel

Subscribe

twoofusorg
Joined: February 06, 2009
Last Sign In: 12 hours ago
Videos Watched: 1
Subscribers: 0
Channel Views: 4

Age: 29
Country: United States
[Report profile image violation](#)

Connect with twoofusorg

[Send Message](#)
[Add Comment](#)
[Share Channel](#)
[Add to Google+](#)

<http://www.youtube.com/twoofusorg>

Embed This Channel!
`<script src="http://www.google.com/js/iframeembedplayer/google.com/ig/iframeembed.js"></script>`

Recent Activity

[twoofusorg favorited a video](#) (12 hours ago)

[Marriage Counselling - You Can...](#)
Marriage Counselling - You Can...

Videos (7)

Subscribe to twoofusorg's videos

The XYZ Formula
13 hours ago
1 views
twoofusorg
no rating

Opposite Sex Friends
13 hours ago
0 views
twoofusorg
no rating

Losing Trust In Your Spouse
13 hours ago
0 views
twoofusorg
no rating

How To Argue Correctly
13 hours ago
0 views
twoofusorg
no rating

Finding Couple Time As Busy Parents
13 hours ago
0 views
twoofusorg
no rating

Facing Infidelity in Your Marriage
13 hours ago
0 views
twoofusorg
no rating

Can This Marriage
13 hours ago
0 views
twoofusorg
no rating

Twitter

- Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: What are you doing?
- Micro-blogging with 140 characters
- Fastest growing social network



twoofusorg

Following Device updates OFF

Name Two of Us
Location United States
Web <http://twoofus.org>
Bio National Healthy Marriage Resource Center

132 following 87 followers 59 updates

@marriagetoday It is good news isn't? :-)

about 2 hours ago from Tweetie

What qualities are most important to you in someone you date? Post your answer here <http://tinyurl.com/dc7vel>

10:21 AM Feb 22nd from web

82% of Young Adults Expect to be Married for Life. Are you one of them? Join the conversation at <http://tinyurl.com/azcawa>

10:17 AM Feb 22nd from web

@marichal Thank you for the tweet yesterday about the campaign!

10:14 AM Feb 22nd from web in reply to marichal

@Jmart730 good luck!

11:57 AM Feb 21st from Tweetie in reply to Jmart730

@a_new_beginning What is your opinion on the article?

10:34 AM Feb 19th from web in reply to a_new_beginning

@wbir Thank you for the tweet yesterday!

10:21 AM Feb 19th from web in reply to wbir

RT **@marriage** Fed. Govt. launches \$5 million National Media Campaign: Value of Marriage <http://is.gd/k12D> Thxs for tweeting about r campaign

4:18 PM Feb 18th from web

Updates

Favorites

Actions

message twoofusorg
twoofusorg

Following



View All...

RSS feed of twoofusorg's updates

Twitter Page Live



Social Media Engagement Plan

MySpace	✓	Facebook	✓	YouTube	✓	Twitter
TwoofUs URL	✓	TwoofUs URL	✓	TwoofUs URL	✓	TwoofUs URL
Quick Facts	✓	Quick Facts	✓	Quick Facts	✓	
Discussion Board/Post	✓	Discussion Board/Post	✓	Discussion Board/Post	✓	
Videos (using YT)	✓	Videos (using YT)	✓	Videos	✓	
Music Playlist	✓	Music Playlist	✓			
Photos (using database)	✓	Photos (using database)	✓			TwitPic
Twitter Update	✓	Twitter Update	✓			
Bulletin	✓	Bulletin	✓	Bulletin	✓	
Friends	✓	Friends	✓	Friends	✓	Friends
Blog	✓	Blog	✓			
Posted Items	✓	Posted Items	✓			
Polls	✓	Polls	✓			Polls(PollDaddy)
		Groups Link	✓			
RSS Feeds	✓	RSS Feeds	✓			
Calendar/Events	✓	Calendar/Events	✓			
Skin	✓			Skin	✓	Skin

- We're using collaborative tools on the social media spaces to keep it seamless, manageable and fresh
- Circle back all social networking sites to each other as well as Twoofus.org for maximum exposure and opportunity

We're Listening to the Conversation

- Ability to target consumer set
- Help refine both engagement and outreach approach
- Identify strategies that you can employ to influence the conversations
- Find the “influencers” within the social media spaces
- Understand the rules of engagement
 - Where are people having the conversations and what are they talking about

Where Are We Listening

- Communities
- Blogs
- Message boards and forums
- Social networks
- Video and photo sharing sites
- Podcasts
- Social bookmarking sites

Social Media Outreach Plan

- Family Social Networks
- Relationship Networks/Sites/Blogs/Forums:
- Relationship/Marriage Bloggers
- Yahoo Answers & Wiki Answers
- Wikipedia Pages like Relationship Education

What Can You Do?

- Become engaged in the community section on twoofus.org
- Send content to us if you think it would be a good fit for twoofus.org
- Utilize the online banners that will be provided to you in your toolkit
- Have your constituents friend/fan/follow us on our social media touch points
- If you're already in the social media space then let's leverage our communities together



**national
healthy marriage
resource center**

 **TwoOfUS.org**

Traditional Media Strategy

Kris Tremaine, SVP

Strategic Communications, ICF

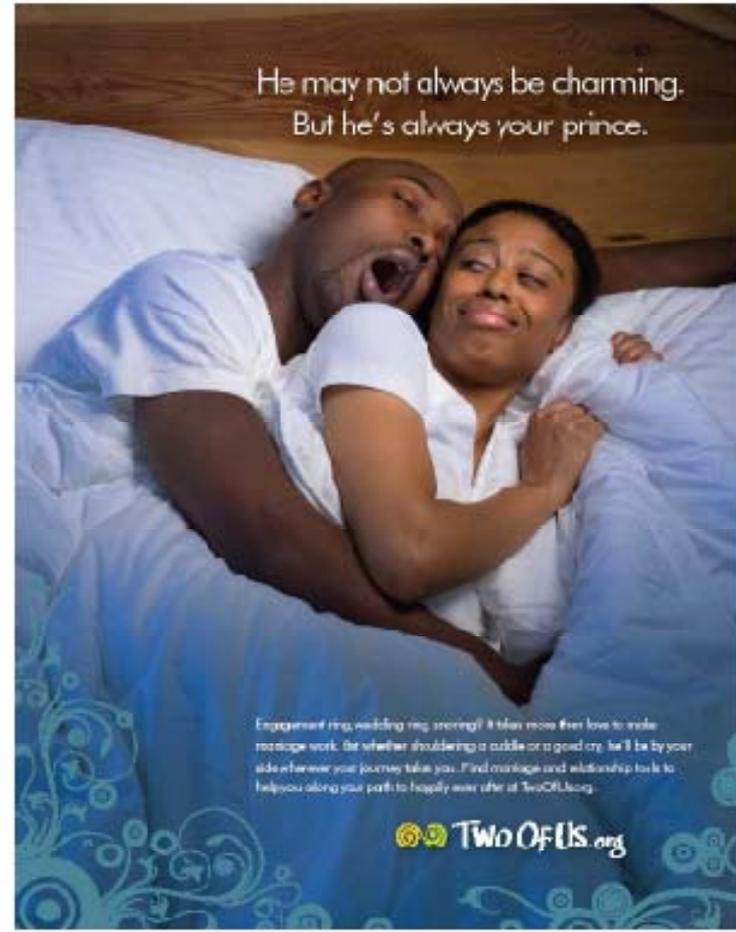


Campaign Strategy

- Target new attitudinal segments:
 - Romantics
 - I Don'ts
 - Not Yet Sets
- Reach young people in multiple media: print, radio, transit, and Web
- Media outreach
 - *USA Today* exclusive (2/18/09)
 - News release nationally disseminated (2/19/09)
 - Radio tour (3/10/09)
- Call to action—**TwoOfUs.org**—consistent across all media

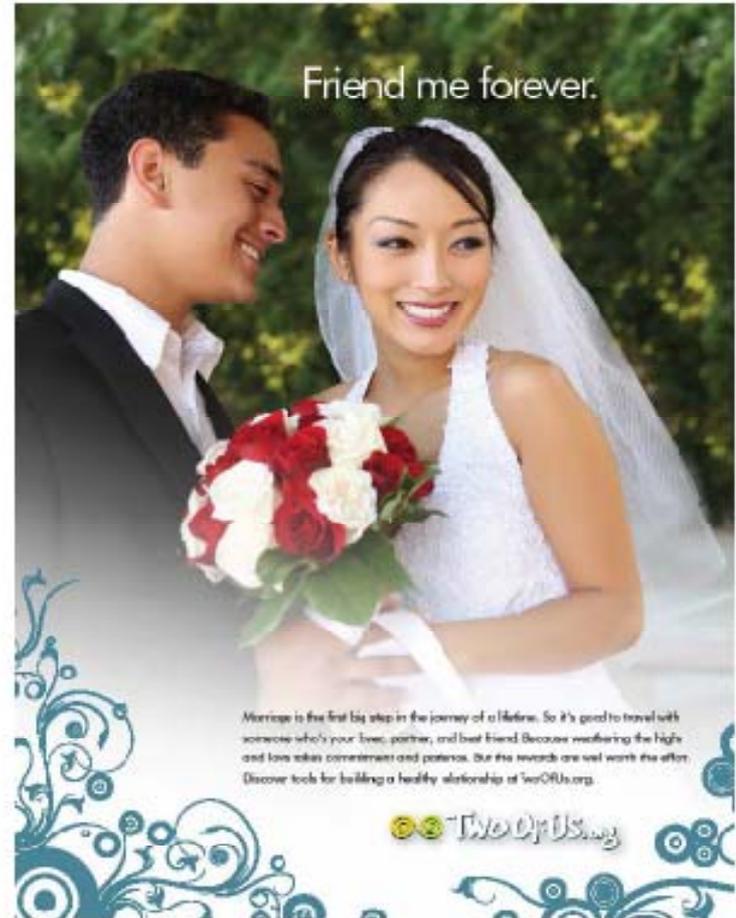


Print PSAs





Print PSAs



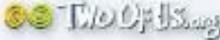


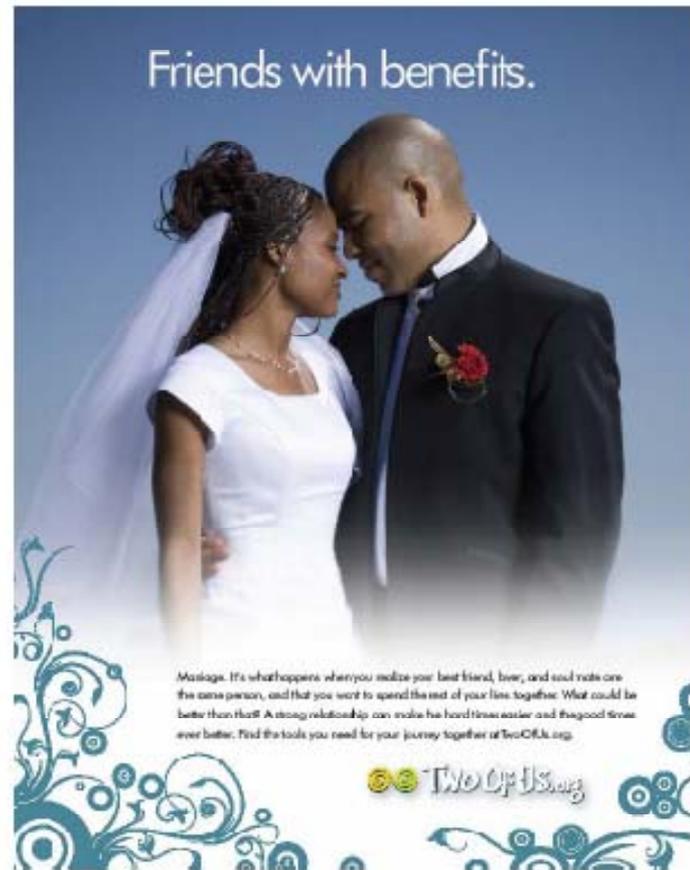
Print PSAs



Friends with benefits.

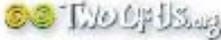
Marriage. It's what happens when you realize your best friend, lover, and soul mate are the same person, and that you want to spend the rest of your lives together. What could be better than that? A strong relationship can make the hard times easier and the good times even better. Find the tools you need for your journey together at TwoOfUs.org.

 TwoOfUs.org



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 TwoOfUs.org



Print PSAs

It's the one family member you get to choose.

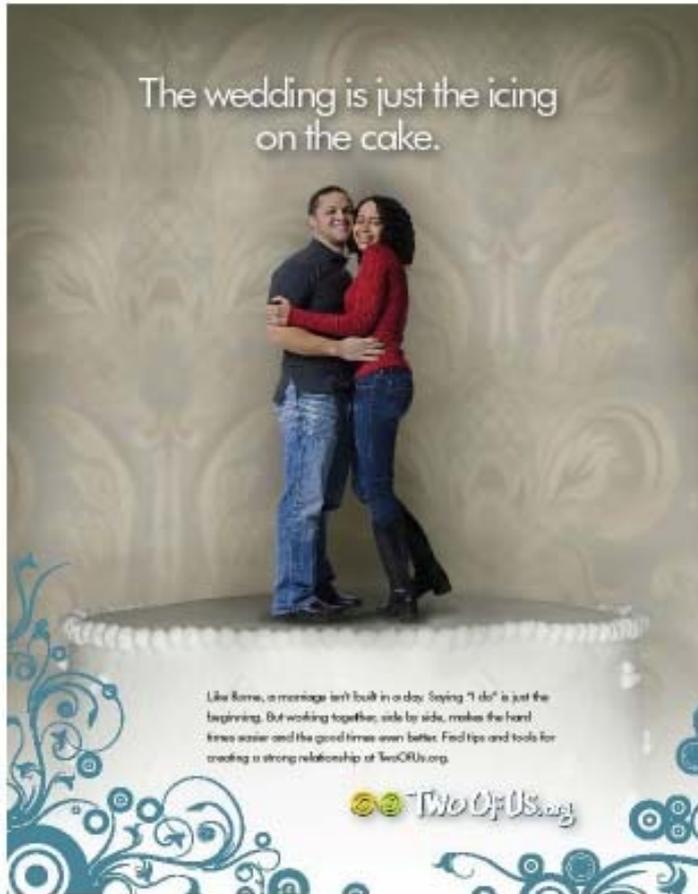
A spouse is so much more than a good friend—a lover, a partner, a confidant, and a second sane person seated at the dinner table for the holidays. Find tips for weathering life's ups and downs, and tools for creating a healthy relationship at TwoOfUs.org

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Print PSAs





Transit Ads



Friends with benefits.

Discover all the benefits of marriage at  TwoOfUs.org

This advertisement features a photograph of a smiling couple holding hands. The woman is wearing a white dress and a ring, and the man is wearing a dark suit and a white shirt. The text is overlaid on the left side of the image, with a decorative blue floral border on the far left.



Friends with benefits.

Discover all the benefits of marriage at  TwoOfUs.org

This advertisement is identical to the one above, featuring a photograph of a couple holding hands. The woman is wearing a white dress and a ring, and the man is wearing a dark suit and a white shirt. The text is overlaid on the left side of the image, with a decorative blue floral border on the far left.



Web Banner

Online Banner Ads

1a. Your Prince



He may not always be charming. But he's always your prince.

Tools for healthy marriages and relationships at  TwoOfUs.org

1b. Your Prince



He may not always be charming. But he's always your prince.

Tools for healthy marriages and relationships at  TwoOfUs.org

2a.



2b.



Family Member

It's the one family member you get to choose.

Tips for a healthy marriage and relationship at TwoOfUs.org

3a.



3b.



Friends Forever

Friend me forever.

Strong relationship, healthy marriage. TwoOfUs.org

4a.



4b.



Wedding Cake

The wedding is just the icing on the cake.

A healthy marriage and relationship starts at TwoOfUs.org

5a.



5b.



Friends With Benefits

Friends with benefits.

Tools for a healthy marriage and relationship at TwoOfUs.org



Radio PSAs

- Prince Charming (:30 & :60)
- Journey (:30)
- Family (:60)



Media Toolkit



Media Toolkit Components

- Campaign overview
- Research overview
- News release
- Speaker bios
- Copies of all PSAs/Ads (print, radio, transit, and Web)
- Disk with electronic files



Become a Campaign Partner

- Disseminate PSAs
- Localize the story
 - News release
 - *USA Today* article
 - Possible interviews
- Install a link to **TwoOfUs.org** on your home page
- Help track media coverage
- Share the viral video (coming soon) with your friends!

Become a Campaign Partner

- Contact Ellen Holman
ellen.holman@publicstrategies.com or visit
www.healthymarriageinfo.org to request a kit