

Slide 1

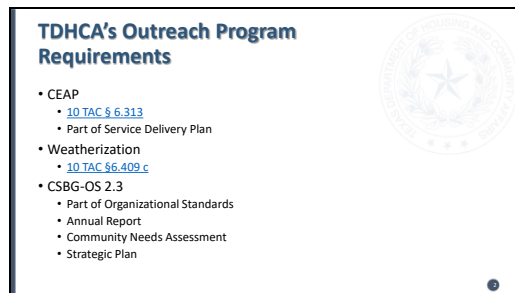


Introduce myself.

This training is not intended to teach you how to set up accounts or websites but will focus on what best practices are in using these platforms and will show you many examples of what other CAAs are using and why they are effective.

We will move through this training quickly but it is recorded for you to review at your own pace. It is my hope that the examples will inspire you and your agency to move forward and to designate staff and/or volunteers in your agency to create and maintain effective outreach with your community.

Slide 2



For CEAP TAC-

One of the 9 options is b (3) Providing information on the program and eligibility criteria in articles in local newspapers or broadcast media announcements

For CEAP Service Delivery Plan-

Asks where can applicants access applications
Asks how does your area ensure that homebound/disabled applicants and other applicants requiring accommodations have equal access to CEAP?

Asks subs to describe your agency's outreach/information plan to advertise the availability of CEAP assistance in your service area. Include information about partnerships that help identify and refer eligible families, locations of applications/information in your area, etc.

Required to provide a brief narrative of how customer education is being addressed.

For WAP TAC-

Subrecipient shall conduct outreach activities, which may include but are not limited to:

- (1) Providing information through home visits, site visits, group meetings, or by telephone for disabled low-income persons;
- (2) Distributing posters/flyers and other informational materials at local and county

social service agencies, offices of aging, social security offices, etc.;

(3) Providing information on the program and eligibility criteria in articles in local newspapers or broadcast media announcements;

(4) Coordinating with other low-income services to provide LIHEAP information in conjunction with other programs;

(5) Providing information on one-to-one basis for applicants in need of translation or interpretation assistance;

(6) Providing LIHEAP applications, forms, and energy education materials in English and Spanish (and other appropriate language);

(7) Working with energy vendors in identifying potential applicants;

(8) Assisting applicants to gather needed documentation; and

(9) Mailing information and applications.

CSBG-

Org Standard 2.3, annual report, CNA and SP.

Slide 3



So, why? Why do our funders want us to incorporate outreach into our work?


A big part of it is accountability. They want to know that the money that they're giving us is being used as its intended.

But bigger and beyond that is that these organizational standards are based on best practices for a business. Program requirements were designed to allow transparency and communication with stakeholders. They require agencies to demonstrate fairness, equity, representation, good program design, implementation and evaluation. These practices keep us safe, legal and profitable!


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Digital Outreach Benefits


- Accountability/Met Program Requirements
- Connection to our community
- Accessibility (COVID, global, finances, disabilities, other concerns)
- Education (lift poverty levels, set example for other CAAs)
- Program effectiveness (Decreases intake time for staff, Increases time with clients for case management)



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Outreach=Connection with your Community


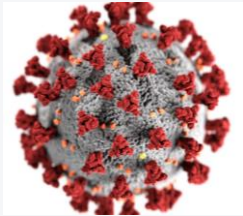


As professionals in this field we should want to help as many people as possible. So, this should be a no brainer.

So if we can find creative and innovative ways of making people aware of our programming and funding we're more likely to be able to serve those in most need! Which is awesome! Because after you get started, compared to most advertising, digital marketing is relatively free and does not require too much time.

Slide 6

COVID



The number one benefit I think of right now is COVID.

In normal times, there are people in this world that are not comfortable having interactions with other people in a physical, social, or public way and then add to this COVID and any or other disability and it makes things even more difficult and complicated.

Providing digital outreach allows people a way of accessing services and information safely. This SHOULD be a permanent solution CAA's incorporate into planning and work. Meaning a team and resources should always be devoted to this work.

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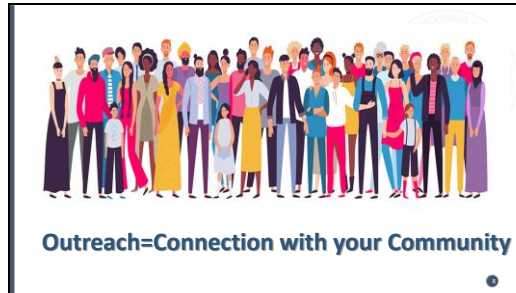


Speaking of accessibility- how great is it to have global accessibility? -Knowing that we have the ability to be available to anyone anywhere in the world with internet access is obviously a huge advantage. Being able to immediately answer and communicate with our audience is basically a necessity in this day and age. People are becoming used to immediate gratification and if they do not get answers or response to their needs immediately they move onto other things. If we as agency staff are available exactly when people need us (even if it's 1 am and they are on their phone looking for assistance) then they're more likely to get out of a bad situation and into a healthier environment and able to make better decisions.

Many of the population we serve are vulnerable and do not have adequate resources such as transportation gas and money to get to agencies so having a digital Outreach allows them to still apply for services and be in the know of resources as well.

One of the things I am learning from Community Action agencies in Texas is that using phone and virtual meetings and emailed and online applications is actually decreasing the amount of intake time that staff are having to do in order to complete applications. This inversely is allowing them more time for case management and more complex thinking in order to better serve their clients.

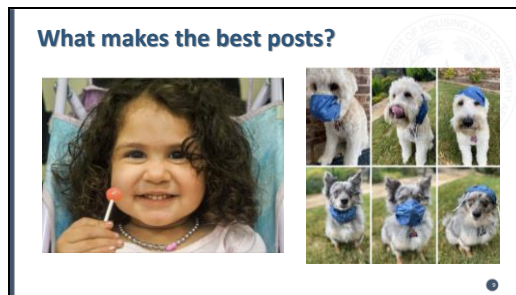
Slide 8



Being able to build a community on a social media platform allows us to have a two-way relationship in a casual but meaningful way. When our audience begins to trust and respect us and ask publicly then they are more likely to be engaged and participate in activities that allow us to question them directly on our program's effectiveness. This engagement serves as public proof that we as an agency are doing what is best for our communities. This is what our funders want!!!!

Which results in improved community results and job security for us!

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I'm just going to take a few minutes now to talk about what makes an effective post. And this is based on over 10 years of experience that I have working directly with small businesses from 2010 to 2020 on designing websites and creating comprehensive social media campaigns. I've participated in many training starting way back when Facebook first launched. Things change daily in the digital world and it's hard to keep up but there are some basic rules you can follow and methods you can learn that will totally make you a pro in the niche of a community action agency!

First and foremost, humans like stories and feelings!

The most effective posts include videos and pictures of people and animals. If these pictures are of people your audience recognizes like the same age ethnicity gender all of those types of things, even better! Then they're more likely to share the post with their friends which gets their friend interested in possibly liking that page which then increases the outreach numbers and awareness and engagement.

The simpler the better.

Posts need to actually be relevant for the majority of your audience. You're not always

going to be able to make it relevant to everyone. But you need to strategically post based on connecting with all the people in your audience.

They need to be timely. So say for example you have an event in a month you start posting it out a month in advance to let people know and then you do it more often the week before and then you do it the day before then you do it the day of and then you have pictures afterwards. If you can make your pictures and videos emotionally powerful by making them cute like this little girl with the lollipop or including animals that's going to connect with more people and having a call to action in that post is the best practice for any kind of post. So if you're going to publish a post advertising an event within that event you need to have a call to action button that directs them to your web site or to actually sign up for that event. Again someone needs to be dedicated to this.

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Facebook Insights allows you to track which posts have the most engagement, time of day, day, type of post and who's interacting. Free tool with nonprofit and business pages. Again someone needs to be trained to do this.

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Since org stand 2.3 requires CAAs to publish both the needs and results from your annual report, we should spend some time on this. Again, this is best practice for ALL programs.

On this slide, you will see a pic of an actual client and a simple graphic showing results. They added some narrative and hashtags which will help with SEO.

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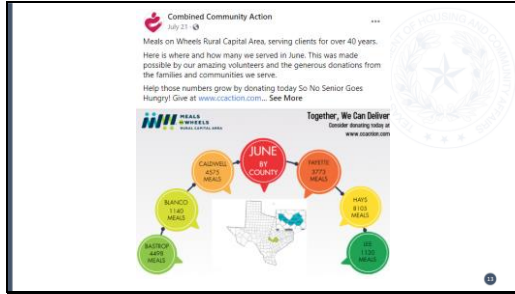
Which if you're not familiar with that term SEO it is what allows your ranking on a Google search to come to the first page. When people start engaging and interacting with your content, Google and Facebook like it and move you to the top of the first page when people search on search engines. So, your goal should be to produce relevant, timely and entertaining resources for people so that when they type in utility assistance or rental assistance, etc... Your agency becomes the first option on the list.

I know, I know that seems like a lot of pressure! How you can possibly come up with regular and interesting high quality content for posts and website material?!!!

That is the exact reason why I designed this training!!

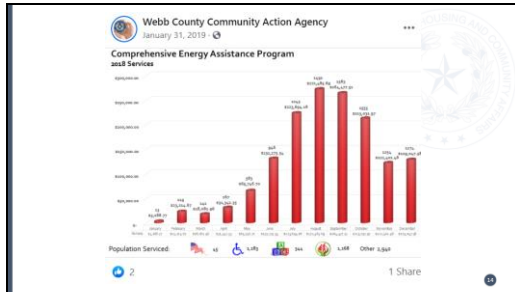
I'm also going to provide several examples to give you some ideas. As I mentioned earlier I'm not going to go into great detail about each of the examples I've provided because you can later go in and study them later at your own pace.

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This slide is a great example on how to use infographics to present your data and results in fun and simple ways. Don't worry, at the end of this training, I will direct you to several businesses that specialize in providing templates for you to use for this.

Slide 14



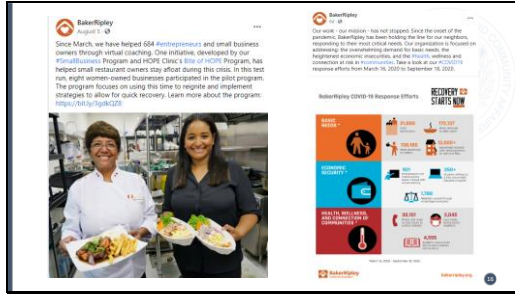
Here's a bar graph to demonstrate the amount of people served.

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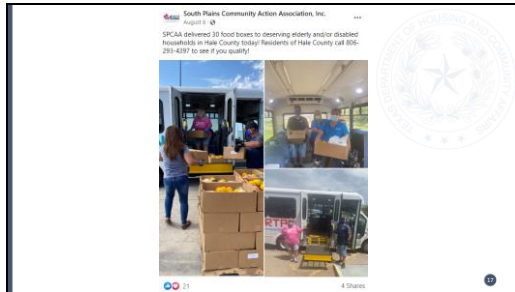
A photo is worth a thousand words! Results incorporated!

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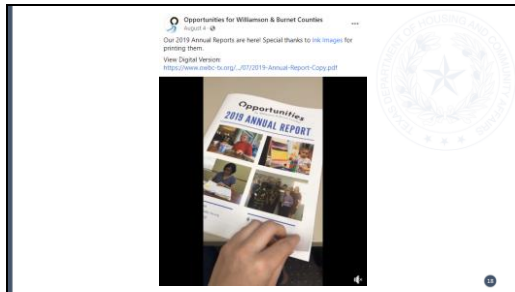
Same agency-two very different ways of presenting results effectively.

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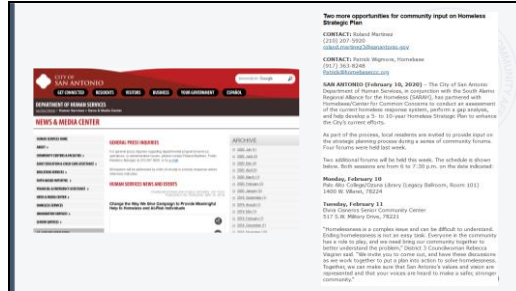
Why not use more than one picture to tell the story and slide those results in there too!

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Make a video or slideshow of a document that shows all of your results and provide a link to the digital version as well! And thank those that helped! Brilliant.

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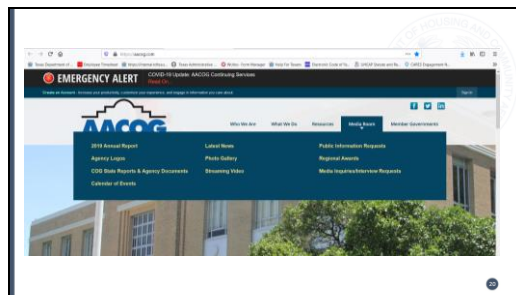


The next few slides effectively share information on a web page.

This agency created a News and Media Center tab on their website that has archived articles and press releases. Keeping these archives on their web page is a very smart decision because it increases search engine optimization.

The right slide is the actual press release in more detail. Its providing dates and locations for people in the community to come have input on their homeless strategic plan. Which you all know is part of the organizational standard requirement as well.

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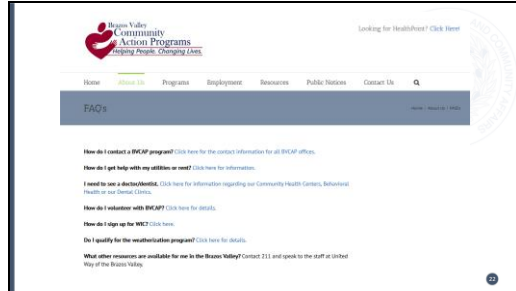
This agency has a Media Room tab that stores their reports and look at their COVID banner at the top!

Slide 21



The homepage of this agency's website displays buttons with options for easily accessing popular options.

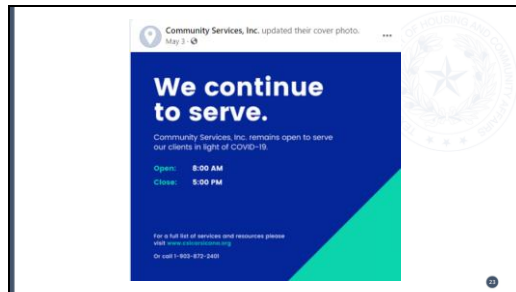
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Let's move onto more specific examples of how to use digital media to assist clients on how to apply for services (Communication, Building Relationships, Improving Programs, Saving Staff Time)

This agency created a FAQ option under their About Us tab, which not only saves staff time by answering questions in advance but is great for SEO.

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This agency created a cover photo to make it easy for clients to see when they are open, especially due to COVID. A simple update is needed because often people forget to update Google and their website when they modify their hours and services due to holidays and pandemics!

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This agency saw a drop in clients seeking assistance in the beginning of COVID so they created posts specifically announcing CARES funding for their counties. Incorporating a heart graphic into the post hopefully shows they care.

This agency's website makes it very clear in a visual way on how to apply for assistance

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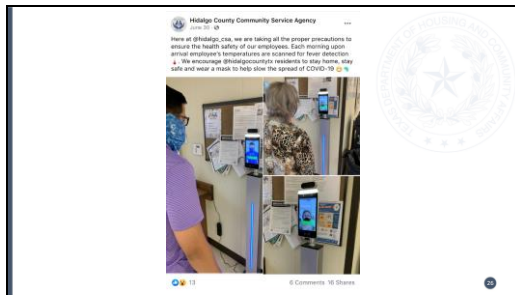


This agency draws you in with a very effective picture and then references a newspaper article regarding CARES Act funding and provides a link which is also great for SEO.

The most difficult thing about maintaining a digital campaign and outreach is the fact that you will need a big repertoire of content.

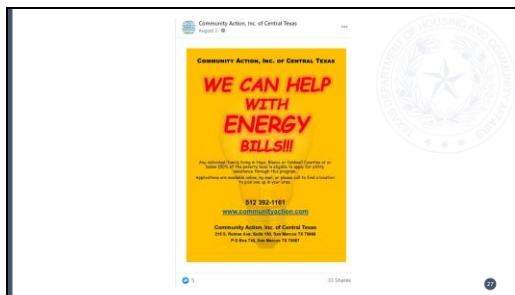
So, again having someone designated to take good and usable pictures and videos to go along with these posts is critical. They have to be brave enough to ask permission and capture the best moments. Speaking of the team.

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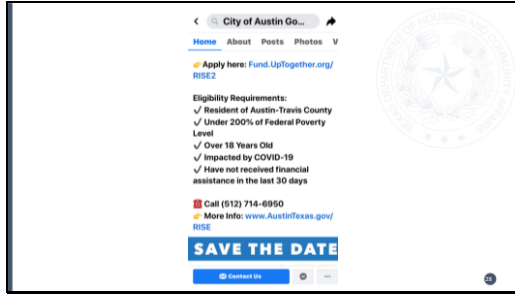
This agency is in a COVID hotspot so their team is thoroughly tested every day before work. It is essential that their clients know the measures they are taking to keep everyone safe. These pictures of the actual technology say it all. Words could never capture the technology and processes involved. It was shared 16 times.

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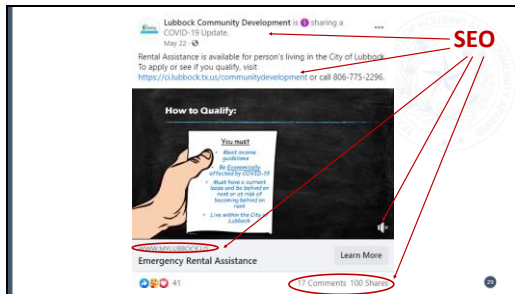
This simple flyer announces assistance with energy bills and notice it has 33 shares!

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This post is great because it includes a “call to action.” Clients can click on the contact us button and email the person responsible for assistance, rather than having to again search for someone's email address. And all of that can be done by a smartphone! Accessibility at its best! Clear, concise, effective.

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This agency created an incredible video that takes clients step by step through their application process.

Videos help people who are unable to read or unable to see to be able to complete applications.

This one slide demonstrates 5 SEO strategies. If videos are created on YouTube or Facebook Live they serve as SEO and may be used on a website too.

This agency used this post to supply the link for an application and the link back to its website.

The most amazing thing about this post is the level of engagement. Look 17 comments and 100 shares!!!!

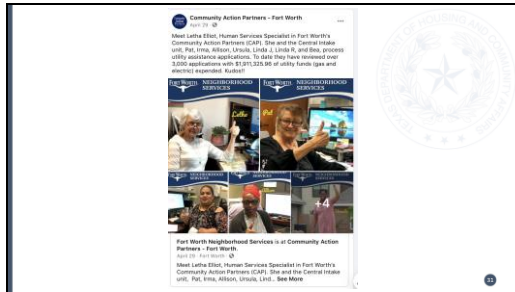
Slide 30



Now onto some less serious content! People! Clients and Team Members make great content.

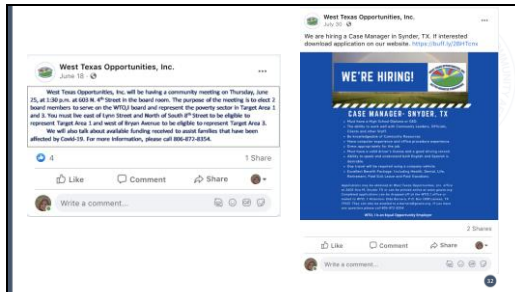
Why not celebrate receiving certifications with a picture post? Ask people to like your page and then tag them in posts and then they can share your post on their personal pages and drive their friends to your page to build your community organically.

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How cute is this picture collage? And how clever for them to incorporate bragging about how many clients they've helped.

Slide 32



Need to recruit volunteers, board members, and staff? Use digital media to improve your agency by doing these things.

So if you think about it people are forced to be at home right now and might want a way to be involved and socially engaged and feel like they have a purpose so if you're having problems filling board positions this might be a really great opportunity to find new people. Especially if you're able to hold board meetings virtually so that they're not susceptible to getting COVID and depending on what type of demographic you're needing for staff, Facebook and Instagram would be a perfect place to find entry-level case managers and the Facebook job postings are free for the agency.

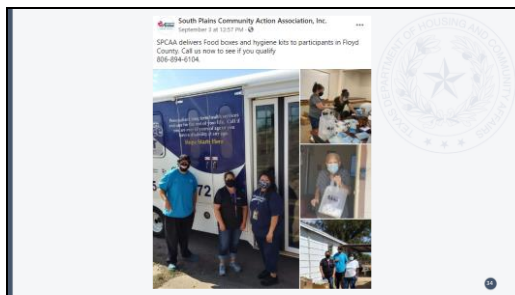
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Use digital media to support and promote your partnerships as well. Good deeds will be reciprocated! And sharing links is a great SEO strategy too!

This agency was interviewed by their local radio station so they took advantage of a photo op and then turned it into a post which is brilliant! This is a very cool and fun way of bragging and celebrating and creating awareness all in one! I am sure the radio station has a fairly big following so if this agency asks the radio station to share this post by tagging them, then the likelihood of some of their followers becoming this agency's followers is high.

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Speaking of fun! Events are usually fun. So why not capture people at your events in action?

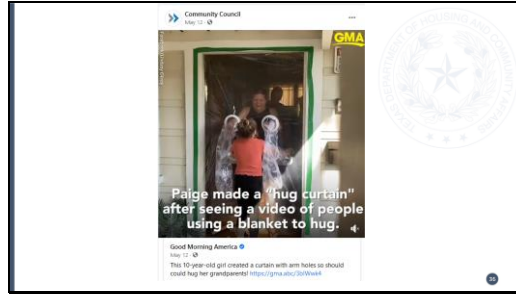
Again, real people doing real things-draws people in.

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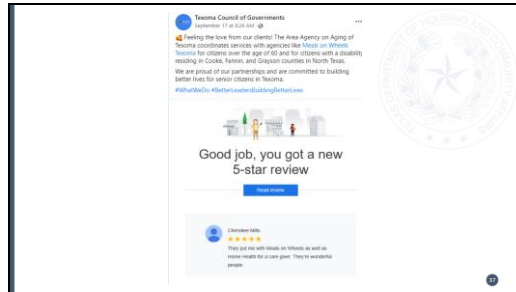
I love that this agency captured a photo of seniors participating in a Zoom meeting. This is proof and to other seniors that it can and should be done!

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This agency shared a very inspirational video created by Good Morning America as their post which goes to show that you don't have to reinvent the wheel. Sharing what others are doing is just as good if not better sometimes.

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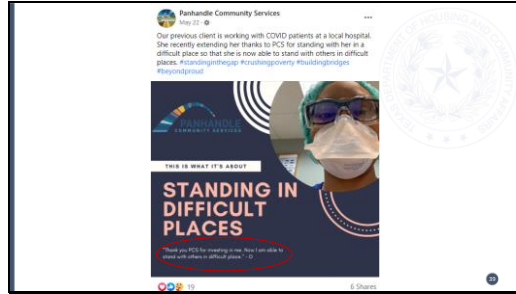
And when we do well, the world should know! So make sure you share testimonials, like this agency did!

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And this agency uses this post for results and incorporates a link to a testimonial with an awesome picture of that client.

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I feel like testimonials are so powerful so I thought it was important to show one more incredible example. This agency shows how this client is now serving other clients.

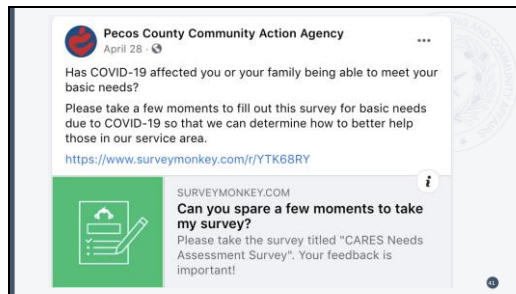
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Digital Media is also amazing to use as an educational tool. Nowadays, parents and teachers tell students to ask Siri or Google it! Siri pulls from the most used content from websites and posts. Just think of how we can educate people on issues such as weatherization, energy efficiency, debt management and opportunities for empowerment.

This agency created a post to promote its weatherization program which has been shared 25 times.

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We mentioned digital media building community and improving programs. These are program requirements. Here is how easy it is to gather this type of input from your stakeholders.

Create a survey. This agency asked their community how they can better service their area During COVID. Surveymonkey.com is just one resource that provides services like this which are usually discounted or free for nonprofits.

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So I feel like I've shared enough examples and if you would like more I have an entire library of them with lots of posts translated into Spanish as well. I spent multiple hours going through and taking screenshots so feel free to contact me directly if you want more examples of any specific kind of posts.

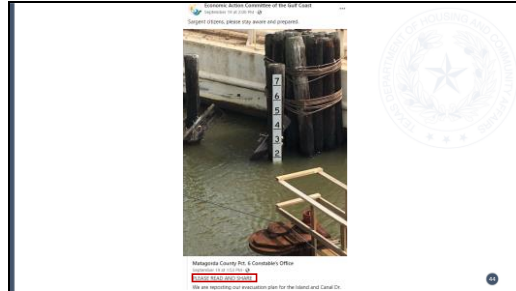
One of the most important pieces of advice that I'd like to share with you is how critical it is for you as agencies to ask other people to like your page and share your posts. You have to start somewhere and you're not going to have many followers in the beginning and you may not have a ton of followers ever because CAAS are the sexy trending thing that people want to be a part of. But if you and your staff and your board members and your clients are enthusiastic and courageous, you know what you are doing is GREAT and you need to share it. So enough ask people to like your page it will spread and over time you will build your community. Flyers, asking them as they leave, email lists. Build in incentives and contests. With that being said it is essential that you consistently work at it a little every day. You will find that you can create content in lots of little moments; they don't have to be big events all the time.

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Asking to share.

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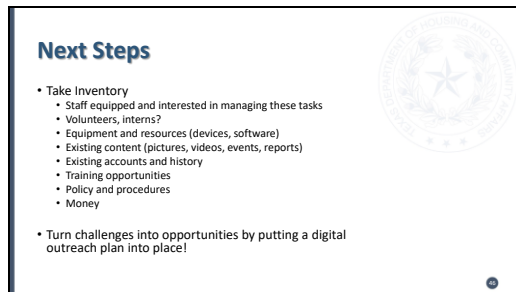
Asking to read and share.

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Real quick disclaimer on your digital footprint Remember everything you publish is permanent and is forming your online identity and brand. Long after you deleted posts, they are still archived in search engines. Take this seriously and ensure you have people you can trust in these roles.

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So what is next? You need to take an inventory of what you have and what you don't have. Do you currently have staff members that are capable of taking on this project and they're actually also interested in managing these types of tasks because you need them to be both if they're burnt out and not interested then they're not going to be innovative and creative and enthusiastic and those are essential traits for someone in this position. You have to have someone that's willing to show up at the places the things are happening being brave enough to ask people to allow them to take videos and pictures and then they need to be able to do it well enough to have it posted and published and then they obviously need to be able to create the narrative content that goes along with those pieces. You also have to have at least one other person that's able and willing to proof

everything before it is published. The last thing you want is to have spelling errors or mistakes in a post or on your website. This doesn't have to be a paid staff member; you can recruit volunteers and or interns as long as you have someone who can oversee them. Second set of eyes.

Do you have the devices and or software already or are you going to need to purchase these things? As far as contact goes you do not have to have brand new content you can actually go back into the archives fine things from when your agency was first created and or past events and do Throwbacks. People love to see before and after. People love to see younger versions of people. And again as far as putting things on your website in an archived fashion. This is actually really smart for search engine optimization.

There's no need to create new accounts if accounts have already been established in fact it could be messy, not recommended.

So before someone starts creating a new social media account please make sure that you've done a comprehensive search and that you didn't have one created back in the day that you just haven't used in years. Speak out training opportunities within your own agency and or network and definitely use the Texas Department of Housing and Community Affairs and wear the resources that I'm going to provide on the next slide to help you with free opportunities. There are so many digital marketing agencies that are trying to build clientele that are willing to give free webinars to people in order to increase the chances that you will buy services from them later.

Make sure that you are following policies and procedures regarding website usage and social media platforms. If this is indeed the first time your agency is utilizing these resources then it would be essential that you put policies and procedures into writing. And last but not least you're going to need money to pay for a website and accounts and/or for the time that people will have to put in for the work it's needed. So discussions and decisions will need to be made on all of these things before you can put a plan in place.

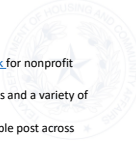
So there are definitely going to be challenges

and the mindset I hope you adopt is to take these challenges and make them opportunities!! This can actually be a really fun job!

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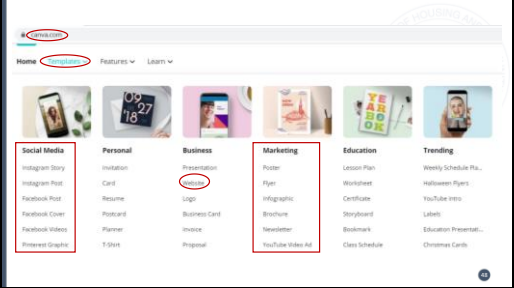
Resources

- [Techimpact.org](#), [Firespring.org](#) and [Community Action Network](#) for nonprofit specific trainings and resources
- [Canva.com](#), [Picmonkey.com](#) and [Venngage.com](#) for infographics and a variety of post templates
- [Buffer.com](#), [Hootsuite.com](#) and [Zoho.com](#) for scheduling multiple post across platforms
- [Surveymonkey.com](#) and [SurveyGizmo.com](#) for creating surveys
- [Vimeo.com](#) and [YouTube.com](#) for creating videos
- [Google Meet](#), [Zoom.com](#), [GoTo Meetings](#) for virtual meetings



These are some of the general resources I referred to throughout the presentation.

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Social Media	Personal	Business	Marketing	Education	Trending
Instagram Story	Invitation	Presentation	Poster	Lesson Plan	Weekly Schedule Pla...
Instagram Post	Card	Business	Flyer	Worksheet	Halloween Flyers
Facebook Post	Resume	Logo	Infographic	Certificate	YouTube Intro
Facebook Cover	Postcard	Business Card	Brochure	Storyboard	Labels
Facebook Videos	Planner	Invoice	Newsletter	Bookmark	Education Presentati...
Instagram Graphic	T-Shirt	Proposal	YouTube Video Ad	Class Schedule	Christmas Cards

These are the free canva.com templates that can be used for outreach.

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Community Action Partnerships Resources

- [Community Action Partnership Resources Library](#)
- [Community Action Partnership-Energy Awareness Social Toolkit](#)
- [Customizable COVID Commercial](#)

Recommended Guides

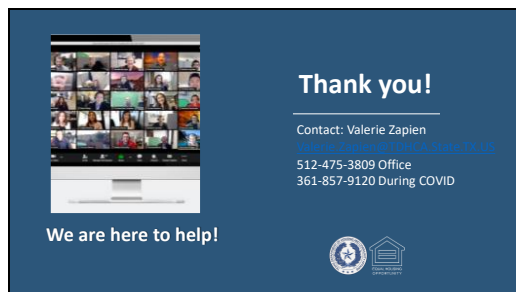
- [Top Nonprofits' Social Media Posting Guide](#)
- [Salsalabs' Essential Guide to Social Media](#)
- [OneOC Social Media Resources for Nonprofits](#)

The slide also features two small images: one for LIHEAP (LIFE LINE ENERGY ASSISTANCE PROGRAM) with the slogan 'LIHEAP SAVES LIVES' and another for 'ENERGY AWARENESS MONTH' with the slogan 'REDUCED UTILITY BILLS'.

As a Community Action Agency you are automatically a partner with the community action partnership and they have a resources Library which I provided links for here and they also have several social media toolkits. They have a newsletter that goes out every week that just recently had a commercial that agencies can customize and or just pay them \$100 to customize for you that can be used on your website and or your social media platforms. I highly encourage you to use them as one of your resources and I've been recently attending free webinars by Tech impact and they have specific training for nonprofits as well although I don't think that they're all free.

The partnership also has templates like these here you can use for your program for LIHEAP and WAP.

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Thank you!

Contact: Valerie Zapfen
valerie.zapfen@tdhs.texas.gov

512-475-3809 Office
361-857-9120 During COVID

We are here to help!

The slide includes a grid of small video thumbnails on the left and the Texas Department of Housing and Community Affairs logo at the bottom center.

The Texas Department of Housing and Community Affairs is here to help you in all programming and training so please, please, please reach out to us because we love what we do and we are here for you!

Thank you so much for your time!