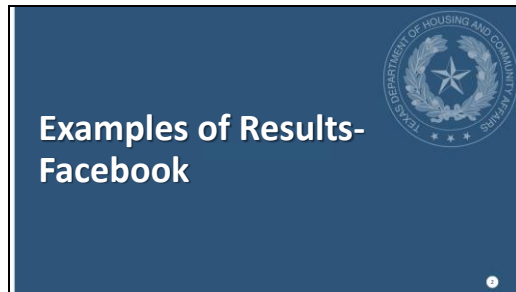


Slide 1



This document is intended to demonstrate how Community Action Agencies in Texas have effectively used digital media for outreach through Facebook and their websites.

Slide 2



Examples include published activities, results, and application opportunities. Announcements for events, team, volunteers and board recruitment, COVID updates, partnerships, virtual hearings and meetings. Also included are testimonials, surveys, educational and inspirational posts.

Slide 3



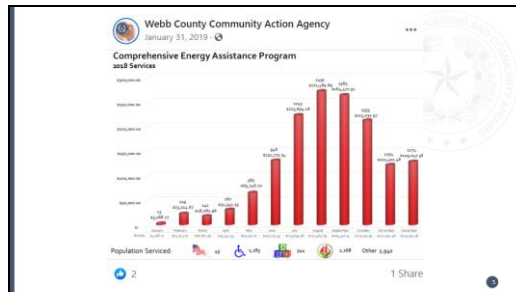
On this slide, you see a pic of an actual client and a simple graphic showing results. They added some narrative and hashtags which will help with Search Engine Optimization.

Slide 4



This slide is a great example on how to use infographics to present your data and results in fun and simple ways.

Slide 5



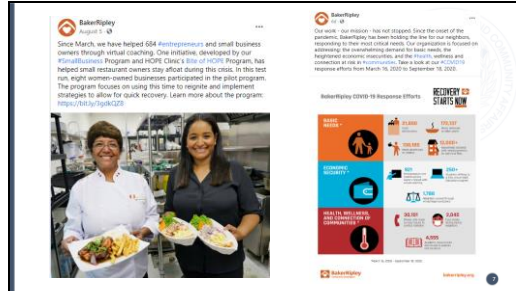
Here's a bar graph to demonstrate the number of clients served each month.

Slide 6



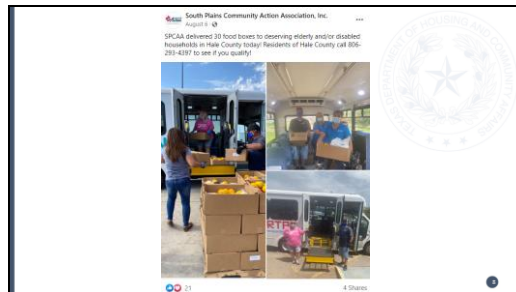
A photo is worth a thousand words, with results incorporated into the narrative.

Slide 7



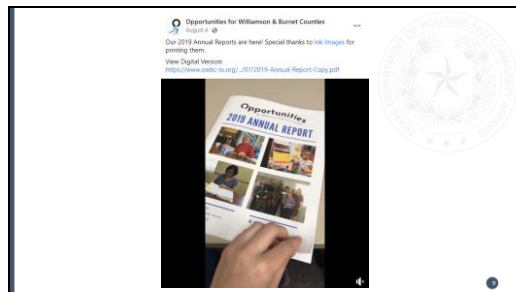
Same agency, two very different ways of presenting results effectively. Nice use of links, hashtags, personal picture of audience represented, and a clear and concise infographic.

Slide 8



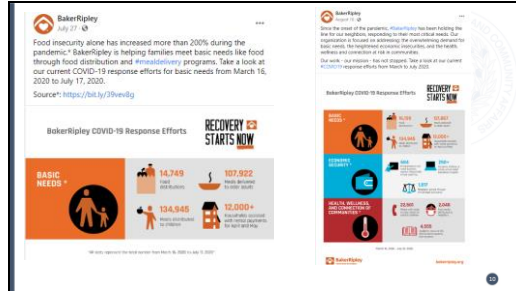
Why not use more than one picture to tell the story and slide those results in there too? They used a picture collage and a call to action by including the phone number to call for an application.

Slide 9



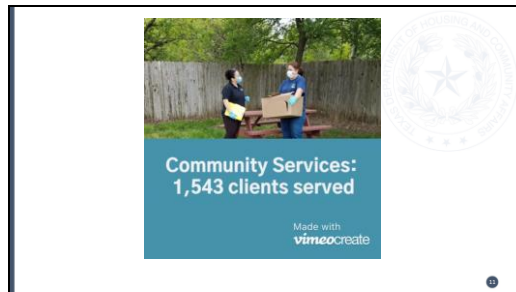
Make a video or slideshow of a document that shows all of your results and provide a link to the digital version as well! And thank those that helped! Brilliant.

Slide 10



Two more examples of infographics by the same agency. One focuses on one area in July and the second focuses on 3 areas in August.

Slide 11

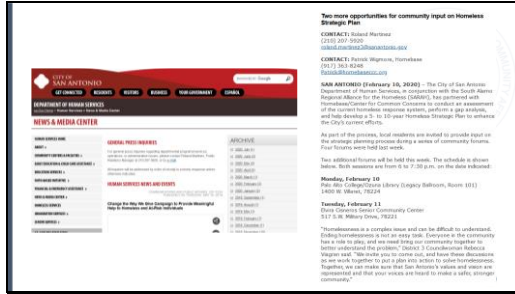


This is a screenshot from a video created by Vimeo with slides representing each result and posted on Facebook.

Slide 12



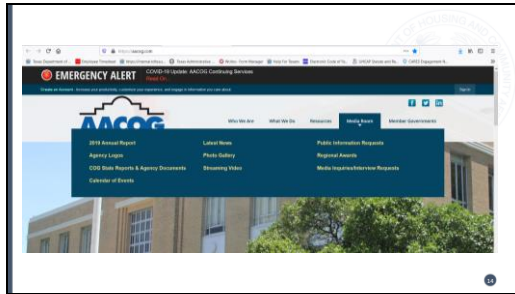
Slide 13



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.

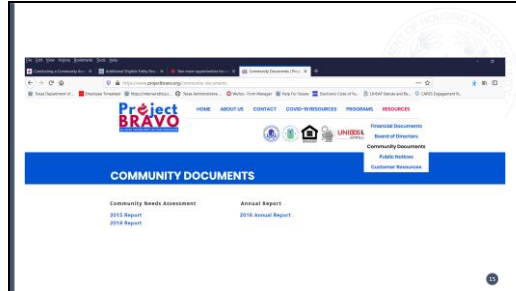
The right slide is the actual press release in more detail. It provides dates and locations for people in the community to come and have input on their homeless strategic plan which you all know is part of organizational standard 2.3 requirement as well.

Slide 14



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

Slide 15



This agency created a tab on their website labeled Resources and within that tab is a page called Community Documents where they are storing all of their Community Needs Assessments and Annual Reports.

Slide 16

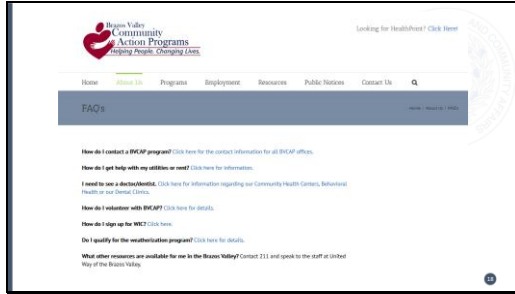


Slide 17



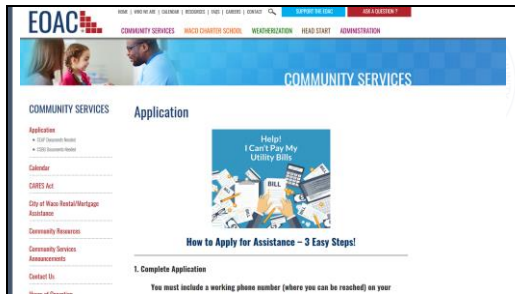
The homepage of this agency's website displays buttons with options for easily accessing popular options.

Slide 18



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.

Slide 19



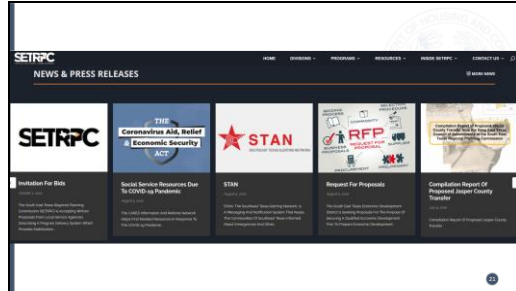
This is a great infographic used on a webpage to simplify, graphically, the application process. This reduces a lot of unnecessary narrative.

Slide 20



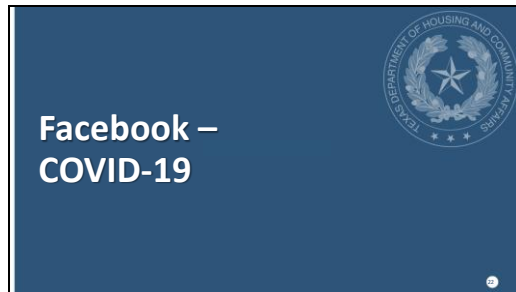
This agency also created a flyer and then added it to its website just to reinforce the message. Adding relevant and timely content to your website regularly should increase your search engine optimization (giving you a higher ranking in Google, etc...)

Slide 21

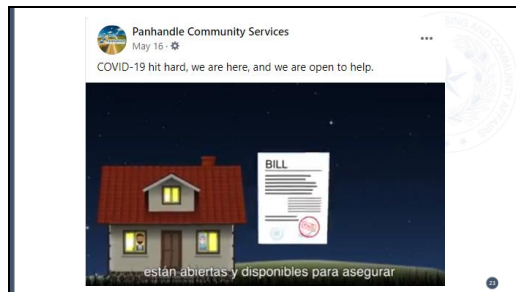


This agency has a banner running at the bottom of all of its webpages that keeps the most recent blogs or articles as buttons. Notice the COVID-19 article on August 5, 2020.

Slide 22

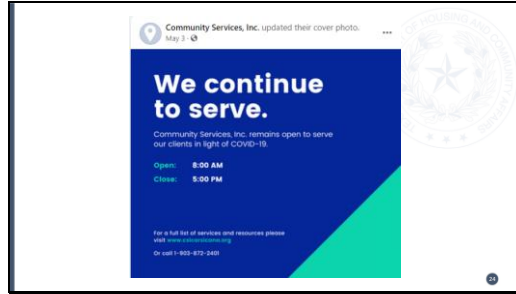


Slide 23



This slide represents a video created in Spanish explaining the COVID application process. Videos are great for accessibility reasons (blind, or visually impaired and/or illiterate).

Slide 24



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

Slide 25



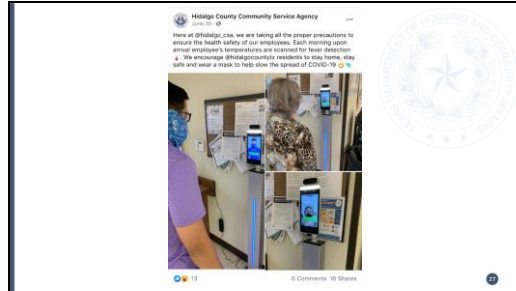
This agency saw a drop in clients seeking assistance in the beginning of COVID so they created posts specifically announcing CARES funding for their counties. Incorporating a heart graphic, shows they care.

Slide 26



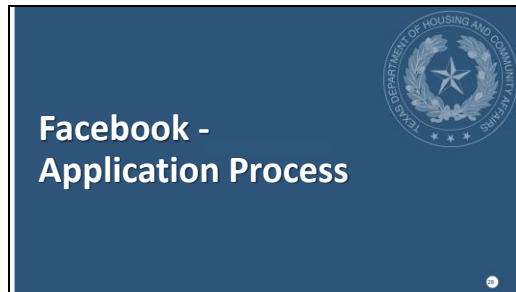
This agency draws you in with a very effective picture and then references a newspaper article regarding CARES Act funding and provides a link which is also great for SEO.

Slide 27

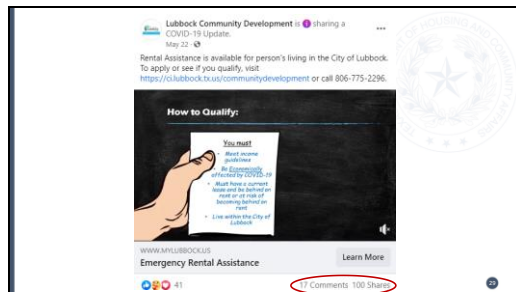


This agency is in a COVID hotspot and their team is thoroughly tested every day before work. It is essential that their clients know the measures they are taking to keep everyone safe. These pictures of the actual technology say it all. Words could never capture the technology and processes involved.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

Slide 28



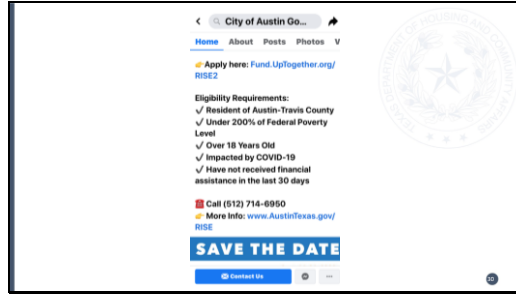
Slide 29



This agency created an incredible video that takes clients step by step through their application process. Facebook gives preferential treatment to COVID-19 updates, as seen as the top. By providing their website link and a link to the downloadable application, they are also increasing their SEO and making it easier for clients to get to the information they need.

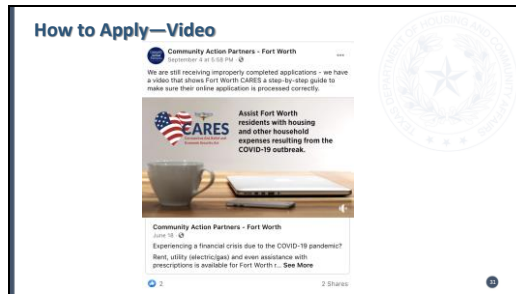
Videos help people who are unable to read or unable to see to be able to complete applications.

Slide 30



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.

Slide 31



Video for accessibility (language, disabilities), coupled with an event specifically to help with applications and addresses their agency problem of receiving improperly completed applications.

Slide 32



Spanish and English and a very good visual that explains the problem, with a call to action to their website and phone number.

Slide 33



Two versions of a flyer announcing assistance for energy bills by the same agency. Look the first has 33 shares! Shared 2 weeks apart.

Slide 34

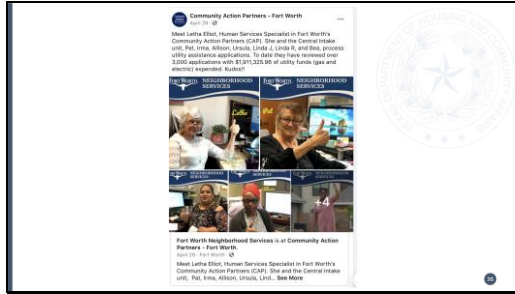


Slide 35



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.

Slide 36



How clever for them to incorporate bragging about how many clients they've helped. If each of the staff members shares this post on their personal Facebook pages then the engagement will explode.

Slide 37



Festive and cute. Brings smiles and good feelings, very much needed!

Slide 38



This agency shows they are being safe with their masks. Their use of hashtags, use on their website and social, use of video and link are very effective!

Slide 39



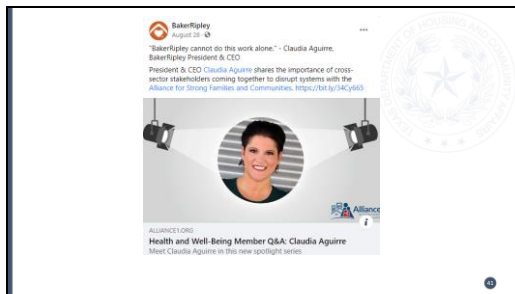
Volunteers never get enough recognition! What a great way to make them feel special and increase SEO!

Slide 40



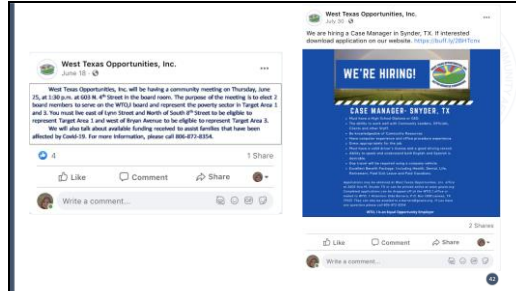
Board members should definitely get more recognition. The picture and kudos in the narrative are great for SEO too! Tagging each member and asking them to share would make it even better.

Slide 41



It looks like this agency created a template to spotlight employees regularly! This is a great best practice! They use tags and links back to their website too!

Slide 42



Need to recruit volunteers, board members, and staff? Use digital media to improve your agency by doing these things for free! Facebook has a built in free and formal job posting processing too.

Slide 43



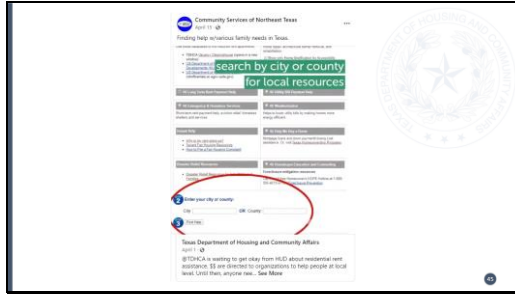
Slide 44



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!

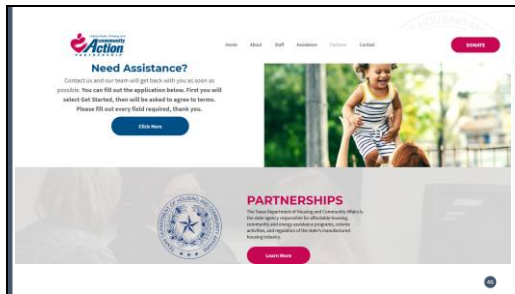
I am sure the radio station has a fairly big following so if this agency asks the radio station to share this post by tagging them, then the likelihood of some of their followers becoming this agency's followers is high.

Slide 45



This agency shared the Help For Texans website in hopes of spreading awareness of the funding and as a byproduct reducing phone calls requesting assistance.

Slide 46



This agency has a permanent banner at the bottom of all of their webpages linking partnerships and their application with nice big buttons!!!

Slide 47

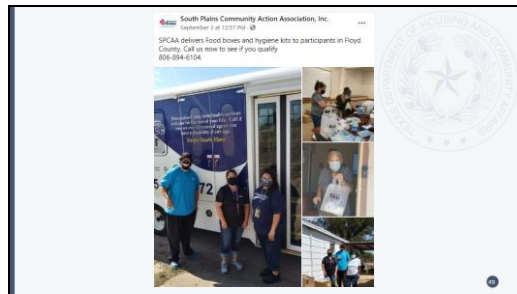


This agency has regular video interviews with various entities #BexarTalk. This one is relevant because they're announcing their digital library for COVID.

Slide 48



Slide 49



Again, real people doing real things, draws people in. This picture collage of team members and clients receiving and delivering food and hygiene kits during COVID makes a great and useful post.

Slide 50



This picture definitely captures your attention with the costumes and humor and announces that this agency is delivering meals, making wellness calls and staying connected to their seniors!

Slide 51



This post serves as outreach, event and education all in one!

Slide 52



No one likes to get flu shots but seeing this commissioner doing it might make you think twice!

Slide 53

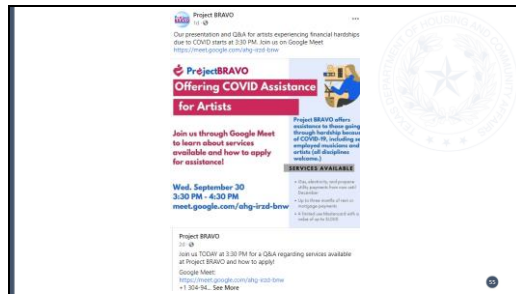


Slide 54



I love that this agency captured a photo of seniors participating in a Zoom meeting. This is proof to senior citizens that technology is an option for them too!

Slide 55



This agency created a virtual event through Google Meet specifically for artists experiencing financial hardships during COVID. How great is this?

Slide 56

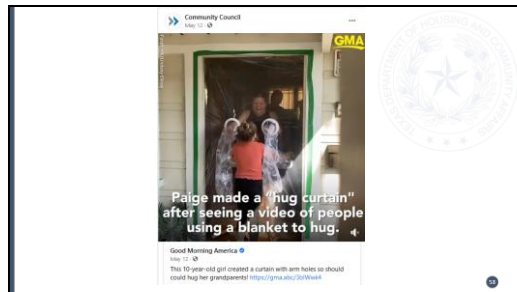


The same agency offered a virtual public hearing regarding their CSBG grant via Zoom and Facebook Live. Talk about options and being available for their clients!

Slide 57

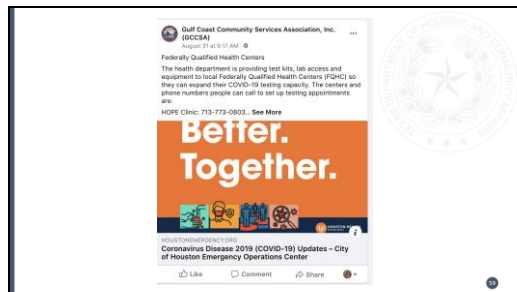


Slide 58



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.

Slide 59



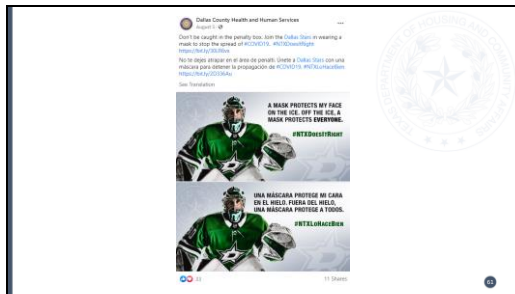
Spreading the word about COVID testing through partnership.

Slide 60



Spreading the word about free online workshops by trusted partners and help support existing clients to achieve outcomes.

Slide 61



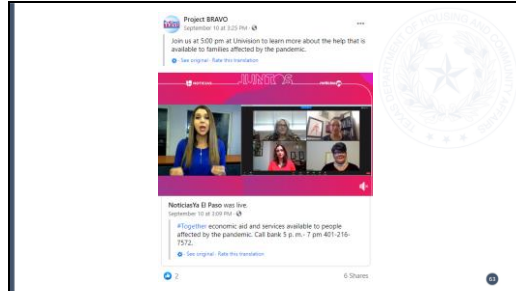
A clever way of spreading education and awareness about COVID with partnerships.

Slide 62



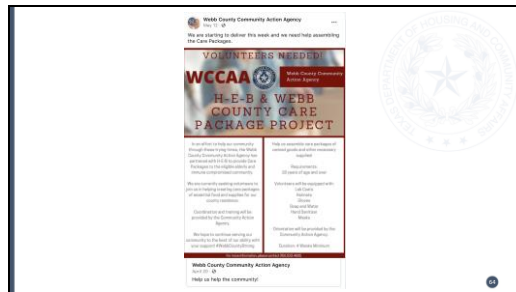
Bragging and showing support of other local partners. Links to the local newspaper always helps with SEO too.

Slide 63



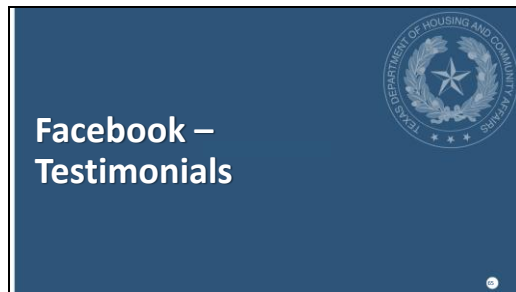
How cool to partner with the local television station? Doesn't hurt to use social media to let more people know about both.

Slide 64

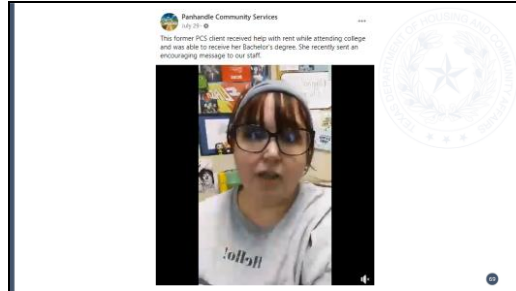


Announcing care packages and their partnership with HEB.

Slide 65

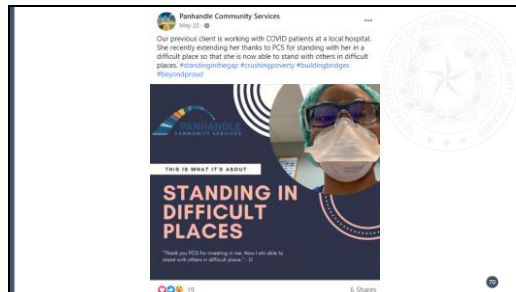


Slide 69



This says it all! A happy formal client willing to share her experience!

Slide 70



This agency shares how this client is now serving other clients. It doesn't get better than this!

Slide 71



Slide 72



Education has the potential to improve the lives of individuals and the world. So share your knowledge and statistics every now and then.

Slide 73



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.

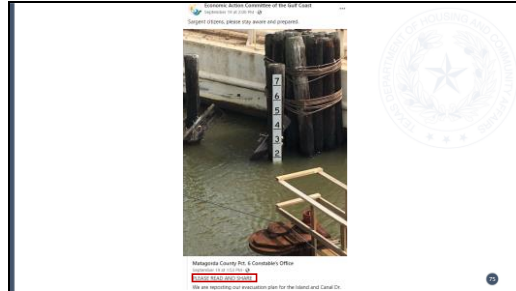
This agency created a post to promote its weatherization program which has been shared 25 times.

Slide 74



Announcements for financial assistance are always appreciated.

Slide 75



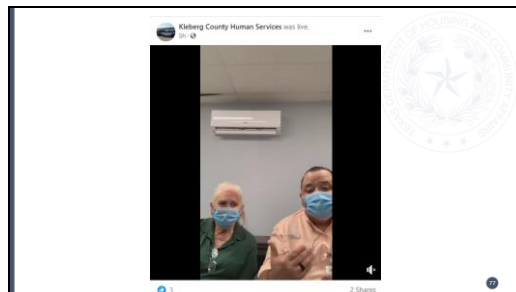
Very important announcements for the entire community should be shared in order to ensure safety, especially during a crisis.

Slide 76



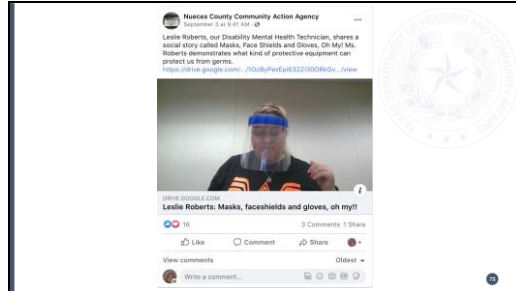
Spreading awareness of who board directors are and if there are vacancies to be filled is definitely a best practice.

Slide 77



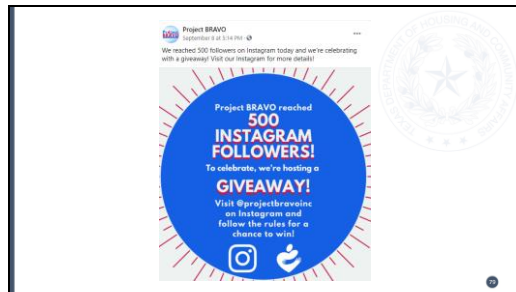
This agency does a great job of creating a video to explain in detail the launch of a new program. Again great for accessibility purposes and helpful because a post could not possibly capture all of the words involved in this video.

Slide 78



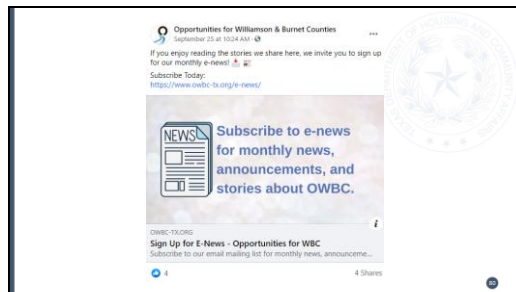
A great video making sure people understand the importance of personal protective equipment during COVID. Effective because of the nonverbal incorporated into it.

Slide 79



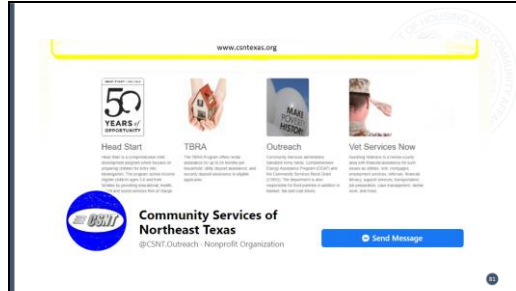
Bragging and encouraging followers to like share and comment on social media is always helpful for increasing your reach. Contests don't hurt! Have fun, be creative!

Slide 80



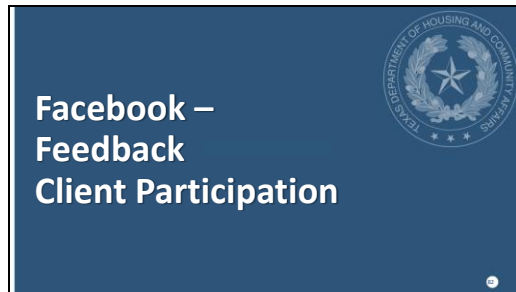
A great way to get the word out on your newsletter or events is to post the links or documents onto social.

Slide 81

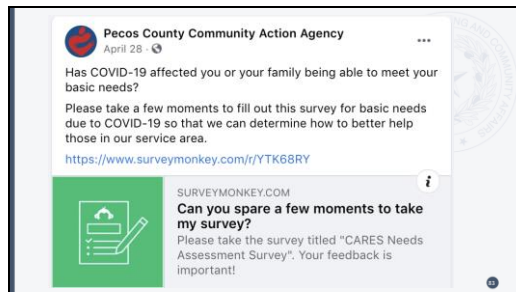


This agency created a great cover photo with graphics and narratives of each of its programs so that all visitors see it.

Slide 82



Slide 83



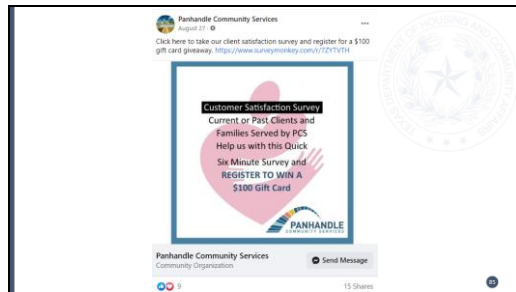
Here is how easy it is to gather this type of input from your stakeholders. Create a survey.

Slide 84



Another example survey from a different agency.

Slide 85



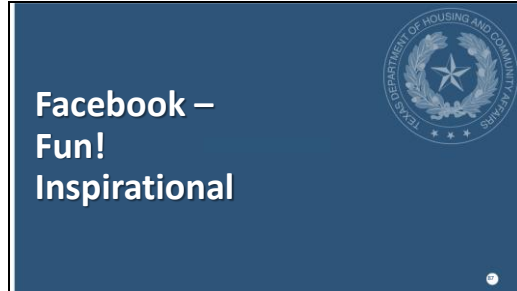
Survey with an incentive with a clear and concise graphic.

Slide 86



This graphic header captures your attention!

Slide 87



Slide 88



Sometimes you just need to be reminded and feel good. Too much serious in the world!

Slide 89



Let's have some fun too! A great conversational piece for parents and kids.

Slide 90



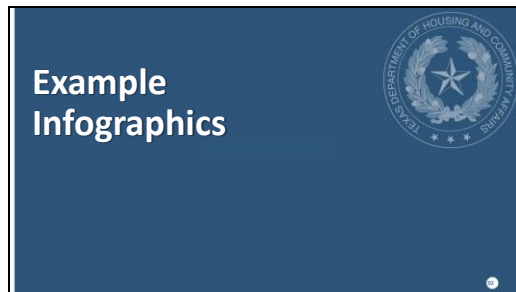
A great way to incorporate some fun into COVID.

Slide 91

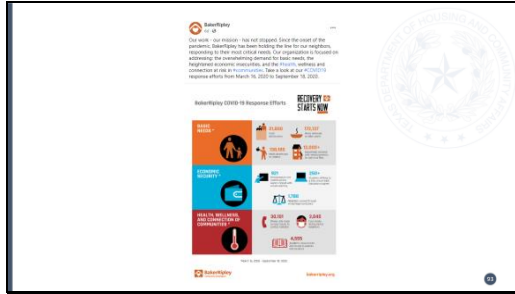


This video forces you to stop and look and then find an application!!

Slide 92



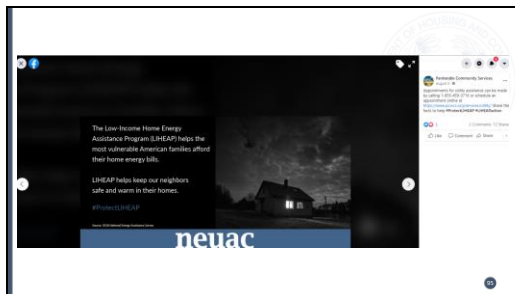
Slide 93



Slide 94



Slide 95



Slide 96



Slide 97



Slide 98

Resources

- [Techimpact.org](https://www.techimpact.org), [Firespring.org](https://www.firespring.org) and [Community Action Network](https://www.communityactionnetwork.org) for nonprofit specific trainings and resources
- [Canva.com](https://www.canva.com), [Picmonkey.com](https://www.picmonkey.com) and [Venngage.com](https://www.venngage.com) for infographics and a variety of post templates
- [Buffer.com](https://www.buffer.com), [Hootsuite.com](https://www.hootsuite.com) and [Zoho.com](https://www.zoho.com) for scheduling multiple post across platforms
- [Surveymonkey.com](https://www.surveymonkey.com) and [SurveyGizmo.com](https://www.surveygizmo.com) for creating surveys
- [Vimeo.com](https://www.vimeo.com) and [YouTube.com](https://www.youtube.com) for creating videos
- [Google Meet](https://www.google.com/meet), [Zoom.com](https://www.zoom.com), [GoTo Meetings](https://www.gotomeetings.com) for virtual meetings

These are some of the general resources referred to throughout the “Improve Your Outreach (Digitally) During COVID and Permanently.”

Slide 99

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

Slide 100

Contact: Valerie Zornke
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512-475-3809 Office
361-857-9120 Duval: COVID

