Introduce or Re-Introduce Yourself to Your Community from the Perspective of the Whole Family (2Generation Model)

*Strategies to Increase Visibility*

Stephanie Mosley and Lisa McCrady
Metropolitan Action Commission-Nashville, TN
Who We Are...

• Metropolitan Action Commission
  – Community Action Agency (Nashville & Davidson County)
  – City Government
  – Head Start & Early Head Start/CSBG/LIHEAP
  – Whole Family/2Gen Initiative
  – Next Generation Initiative

• Stephanie and Lisa
  – 37 years combined experience in public relations and marketing
  • Nearly 20 years combined experience in Community Action (Metropolitan Action Commission)
The Office of Communications

The responsibility of the Office of Communications is to connect the mission and vision of the Metropolitan Action Commission with the actions of the agency.

Presentation by The Metropolitan Action Commission-Nashville, TN
The Approach of the Office of Communications

• Connecting the vision with the why of our work through intentional focus on our public facing both externally and internally
  – Sets the tone for the customers, staff, community and the global community
Celebrating 20 years of social science for social change.

CLICK HERE TO SEE WHAT WE’VE LEARNED

https://www.frameworks institute.org/

http://frameworks institute.org/toolkits/htag/
A Message Template for Government

**Level One**
Values

- Common Good Protection

**Level Two**
Issue Category

- Role of Government

**To Concretize Level Two**
Simplifying Model

- Public Structures

**Level Three**
Specific Policy Solutions

(This frame can be applied to multiple policy areas where it's important to incorporate a positive, proactive role for government)
Whole Family Approach to Poverty

“This approach meets the needs of both the child and adults in their lives. Together, building a system of care around families to address root causes and move whole families out of the traps of poverty and down an open road to success.”

(excerpt from the presentation of Robert Wright, Metro Action CFO-Source United Way of Snohomish County of 2GEN CORE Approach to Poverty- www.uwsc.org)
Building a New Narrative on Human Services: A Communications Toolkit

http://www.frameworksinstitute.org/toolkits/humanservices/
## You Say... They Think (Human Services)

<table>
<thead>
<tr>
<th>You Say...</th>
<th>They Think...</th>
<th>What's Triggered in Their Minds?</th>
<th>What Helps?</th>
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<tbody>
<tr>
<td>In tough economic times, people need more support, not less, for improved quality of life. This is no time to start cutting holes in the social safety net.</td>
<td>In tough economic times, people who qualify for those programs probably have a better quality of life than the rest of us! Must be nice to have some program pick up the tab for whatever you want.</td>
<td>Only the Basics Human Services = Direct Services Dependency</td>
<td>• Use the Value Human Potential to emphasize the societal importance of supporting overall health and well-being for all.</td>
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<tr>
<td>Assistance programs do so much more than help just one family. Ultimately, programs such as a home ownership counseling and job training strengthen entire communities.</td>
<td>Communities used to overcome these problems by working together, but not these days. Today, neighbors stay inside to avoid violence, and they don't care about the kid in old man next door.</td>
<td>Dangerous Communities Fatalism</td>
<td>• Use the Value Human Potential to emphasize how we are all better off when we ensure that everyone's talents and contributions are available to our communities.</td>
</tr>
<tr>
<td>Our programs offer critical support for families struggling to make ends meet, and for the most vulnerable in our society - youth, older citizens, and people with disabilities.</td>
<td>Meals-on-Wheels for the elderly or disabled people is one thing. But able-bodied adults should stop relying on handouts, take care of their own kids, and get a job.</td>
<td>Kindness and Charity Mentalism Family Bubble</td>
<td>• Reframe the assumption about Dangerous Communities by using the Explanatory Metaphor Construction. Explain that many different materials are needed for a construction project - including social connectedness - and that human services plays a role in revitalizing the connections we know we need to thrive.</td>
</tr>
<tr>
<td>We need a more sustained focus on the role of community connectedness and how it contributes to overall well-being across the lifespan.</td>
<td>Yes - when people have family and friends nearby, it's a lot easier to manage everything and get ahead. If you've got built-in childcare, you can go back to school.</td>
<td>Well-being = Financial Self Sufficiency Informal Networks Will Step In</td>
<td>• Use Life Cycle Examples to give people a concrete understanding of what human services do, how they work, and how they improve outcomes throughout the life course. This expands the public's sense beyond direct services for targeted populations.</td>
</tr>
<tr>
<td>We are failing to do right by children and youth. Child poverty, youth homelessness, juvenile delinquency, and other complex challenges threaten the health and well-being of the next generation. Isn't it time to invest more?</td>
<td>What doesn't kill you makes you stronger! Poor kids have to fight to overcome adversity, which makes them tougher and ultimately more successful. Though, it does help if they have good strong parents behind them, helping them make the right choices.</td>
<td>Mentalism Family Bubble Well-Being</td>
<td>• Use the Value Human Potential to paint a more expansive picture of well-being that goes beyond material circumstances to include social/emotional aspects.</td>
</tr>
</tbody>
</table>

How can we grow the capacity to deliver the outcomes, impact, and value society urgently needs?
Human Services Value Curve

Generative = Community-Wide, Population-Based Outcomes, Catalyst for Change

Integrative = Root Cause, Prevention

Collaborative = Service-oriented, Coordination

Regulative = Integrity & Compliance


www.APHSA.org

Presentation by The Metropolitan Action Commission-Nashville, TN
Human Service Value Curve

• Regulative (integrity stage)
• Integrative (service stage)
• Collaborative (root causes stage)
• Generative (bigger than the family)

“When I put the value curve lens on what I am already doing other things emerge that allow me to see where I am and how I need to change.”

From the APHSA Two-Day Learning Session with the Metropolitan Action Commission “Enhance Understanding the use of the Human Service Value Curve.”
Our Brand/Roadmap

Breaking the Cycle of Poverty in our Community-
One Child, One Person, One Family at a time
Two things You must ask and answer ....

ONE How does what I am about to post/communicate give the visual of who we are?

② What do I want people to do with the information
Overall
15.0%
RANKED: 41ST
Percentage of people who had incomes below the poverty line ($24,860 for a family of four) in 2017

Children
20.9%
RANKED: 41ST
Percentage of children under 18 in related families who had incomes below the poverty line in 2017

Working-Age Women
16.1%
RANKED: 41ST
Percentage of working-age women (ages 18-64) who had incomes below the poverty line in 2017

Working-Age Men
12.1%
RANKED: 40TH

Social Media: Selecting the most effective based on your audience

Presentation by The Metropolitan Action Commission-Nashville, TN
Social Media: Selecting the most effective based on your audience

- State of Tennessee
  - Income Inequality Ratio-ranked 32\textsuperscript{nd} (16%)
  - Unemployment ranked 16\textsuperscript{th} (3.7%)
  - High School Grads ranked 8\textsuperscript{th} (88.5%)
  - Higher Education ranked 40\textsuperscript{th} (40%)

SOCIAL MEDIA MARKETING

IT'S KIND OF A BIG DEAL

Presentation by The Metropolitan Action Commission-Nashville, TN
Tell the truth

Who has checked their social media page while in this workshop?
Social Media: Selecting the most effective based on your audience

• Facebook
  – Get to know the people who matter to your business, so you can understand what matters to them. Learn about their locations, interests and behaviors, so you can create messages that will help your business grow.
    Facebook Audience Insight
HASHTAGS

HASHTAGS EVERYWHERE
Facebook at a Glance

Gender

- Women
  - 16% (18-24)
  - 24% (25-34)
  - 19% (35-44)
  - 16% (45-54)
  - 14% (55-64)
  - 12% (65+)

Self-reported information from people in their Facebook profiles. Information only available for people aged 18 and older. https://www.facebook.com/ads/audience-insights/people?act=51310810&age=18-&country=US

Presentation by The Metropolitan Action Commission-Nashville, TN
Facebook at a Glance

Gender

- Men
  - 17% (18-24)
  - 28% (25-34)
  - 20% (35-44)
  - 15% (45-54)
  - 11% (55-64)
  - 9% (65+)

Self-reported information from people in their Facebook profiles. Information only available for people aged 18 and older. 

Presentation by The Metropolitan Action Commission-Nashville, TN
Social Media: Selecting the most effective based on your audience

- Twitter
  - Exposure is the total number of times **tweets** about the search term were delivered to **Twitter** streams, or the number of overall potential **impressions** generated. When we say "**impression**", we mean that a **tweet** has been delivered to the **Twitter** stream of a particular account."
Social Media: Selecting the most effective based on your audience

• Instagram
  – Instagram is a simple way to capture and share the world’s moments. Follow your friends and family to see what they’re up to, and discover accounts from all over the world that are sharing things you love. Join the community of over 500 million people and express yourself by sharing all the moments of your day—the highlights and everything in between, too.
Instagram Age & Gender Demographics

Instagram demographics have veered toward younger generations since its inception. However, new statistics from the Pew social media report show older generations are starting to embrace the app a bit more.

- 59% of 18–29 year olds use Instagram.
- 33% of 30–49 year olds use Instagram.
- 18% of 50–64 year olds use Instagram.
- 8% of people 65+ use Instagram.
Instagram Income Demographics

• 38% of adults who make less than $30,000 use Instagram.
• 37% of adults who make more than $75,000 use Instagram.
• 32% of adults who make $30,000–$49,999 use Instagram.
• 32% of adults who make $49,999–$74,999 use Instagram.
Twitter and Facebook are our primary Social Media Outlets

@MetroActionCommission

Instagram

@MetroActionCommission

@MetroActionCommission
EXAMPLES OF OUR TWO GEN/WHOLE FAMILY PUBLIC MESSAGING
Metropolitan Action Commission
HEAD START AND EARLY HEAD START CENTERS

“NOW ENROLLING”
Two Generational/Whole Family Approach to
Impacting the lives of our families

What We Offer:
✓ Complete Parent workshop schedule
✓ Health and Dental Screenings
✓ Father to Father Male Program
✓ Weekly Parenting Tip Videos
✓ Research based Curriculum
✓ Job Assistance for Parents
✓ Support Services for Parents
✓ Excellent loving teachers
✓ Fun learning & Activities
✓ Family Atmosphere

A LIFE CHANGING EXPERIENCE FOR THE ENTIRE FAMILY!
CALL FOR ENROLLMENT APPOINTMENT
Ask us about our eligibility criteria for children with diagnosed disabilities!

615-862-8860, Ext. 70140 or visit us online www.nashville.gov/mac
“BREAKING THE CYCLE OF POVERTY IN OUR COMMUNITY ONE CHILD, ONE PERSON, ONE FAMILY AT A TIME”

Presentation by The Metropolitan Action Commission-Nashville, TN
Metropolitan Action Commission and sister agency, Martha O'Bryan Center were selected out of 500 invited applicants for our work advancing the social and economic mobility of children and families with low incomes. Each agency will receive $500,000 to advance person-centered, outcomes-based, data driven work that advances racial equity using two-generation, whole family a... See More
Today our students from the Adult Education program are visiting various colleges in preparation for their next steps after completing their high school equivalency and receiving their diploma. Today's college tour visits include Nashville State Community College and Tennessee College of Applied Technology! Thank you to our Adult Education Staff!😊 acciones

The Metropolitan Action Commission is visiting Trevecca University today from 4pm to 6pm, extending our program to our college students that helps with electric and gas payments. Stop by and see us at the Boone Business Building to fill out an application! 333 Murfreesboro Rd Nashville, TN 37210 Thank You Trevecca for having us!!😊
Today was the first field trip for our youth technology campers! Amongst many today, Tesla of Nashville-Brentwood hosted our youth campers with displaying the world of sustainable electric cars! Campers discovered the functions behind the electric cars, different models & prices, and how it feels to be in a Tesla driver seat! Thank you Tesla for providing our youth with such an u...
The first Monday in June is always an exciting and busy day at the Metropolitan Action Commission! Today is the first day of our programming for youth all over the city! Stop #1 this week is our Summer youth Technology Camp! 25 teens of our Head Start and Early Head Start families were selected to participate to receive 8 weeks of hands on experiences in Information Technology such as... See More

It's never too late to begin again...This is a reminder that our New Students orientation for adults seeking their GED/high school equivalency diploma is today at 8:15am at our main location (800 2nd Avenue North). Upon completion of the Adult Education program the next step is our college prep and/or our MAC 4 JOBS program which helps with employment or certification in high demand careers. This program is one of several initiatives to support the whole family in improving their economic stability.
Metro Nashville MAC @Metro... · 2/6/18
Thanks TNDHS for featuring our mobile diner! 😊 As in addition to meals, our mobile diner provides youth activities to keep children engaged while on board. For more info on how our diners began check out our website nashville.gov.../Mayor-Barry-Nashville-Predators-

TNDdepHumanServices @TNIHuman... We are now accepting applications from those who want to sponsor our Summer Food Service Program this year. Here’s a look at how @MetroActionComm @MCScommunicates @TCSchools are using an innovative approach to deliver meals to children. Watch it here. facebook.com/tennesseedepar...
Question
The average attention span of a gold fish is 9 seconds.

The average attention span of a human is 8 seconds.
ACTIVITY
Changing Mindset/Branding Perspective

WHEN YOU HEAR THE WORD POVERTY, WHAT COMES TO MIND?

CHANGING THAT MINDSET OF WHAT POVERTY LOOKS LIKE TO EMBRACE THE EVOLVING POPULATIONS WE SERVE
Increasing Visibility

Call Us 615-862-8860 to enroll your Child Today!

Metropolitan Action Commission

Head Start & Early Head Start

Preschool Program

Ages: Birth to 5 Years Old!

More Info: www.nashville.gov/mac

Ask Me About Head Start & Early Head Start!
Increasing Visibility

Apply for Electric or Gas Assistance Today!

PARTNER WITH METRO ACTION COMMISSION
SAVE MONEY ON YOUR LIGHT OR GAS BILL!

Call 615-862-8860 • Nashville.gov/mac
Increasing Visibility

Call 615-862-8860 to enroll your Child Today!

Metropolitan Action Commission
Head Start & Early Head Start Preschool Program

Ages: Birth to 5 Years Old!

High Quality Early Childhood Education

More Info: www.nashville.gov/mac

Presentation by The Metropolitan Action Commission
Nashville, TN
YOU'RE DOING SOCIAL MEDIA WITHOUT A STRATEGY?
TELL ME HOW GREAT THAT'S GOING.
Facebook Algorithms

- The new algorithm prioritizes active interactions like commenting and sharing over likes and click-throughs (passive interactions)—the idea being that actions require more effort on the part of the user to gain higher quality and meaningful interactions. Rather than passively scrolling through the News Feed and occasionally pausing to “like” a photo or an article, Facebook wants users to be inspired to engage in conversations with each other.
• Organizations’ should create quality content focused on sparking conversations between users. Try including questions in your posts, or writing about timely, relevant topics that users are sure to engage in.

• Videos are still favored under the new algorithm, but live videos will be even more important. Live videos often lead to discussion among viewers on Facebook.

• Local businesses connect with their communities by posting relevant updates and creating events.

• Quality content should already spark emotion in your followers. But, imagery and captions are important factors in engagement as well.

https://blog.hootsuite.com/facebook-algorithm/
This post did well on Facebook because:

• We knew the topic would be valuable to our audience of social media professionals.
• The caption accompanying the content provokes some emotions (relief, and inspiration to be great at your job).
• It comes across as trustworthy rather than sales-focused.

https://blog.hootsuite.com/facebook-algorithm/
What is Geo-Fencing?
Increase Visibility

- Geofencing is a location-based service that triggers an action when a device enters a set location or geographic area. i.e. Coupons, notifications, engagement features, security alerts etc.
Increase Visibility

GEO- Fencing HS Video
https://youtu.be/8oSDrYLzsbc
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<td>Community Outreach</td>
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Tools for Social Media

Vyond- www.vyond.com
Powtoons-www.powtoons.com
Canva- www.canva.com
Youtube-www.youtube.com
Adobe Premiere Pro- www.adobe.com
Emma- www.emma.com
People follow what they can connect too, be passionate!!
Questions?
Lisa McCrady- Lisa.McCrady@Nashville.gov
Stephanie Mosey- Stephanie.Mosley2@Nashville.gov

Breaking the Cycle of Poverty in our Community. One Child, One Person, One Family at a time.
Your feedback is important to the Partnership.

We invite you to complete a brief evaluation of this session so we can continue to provide timely content.

*Please complete the evaluation on paper or in the Event App.*