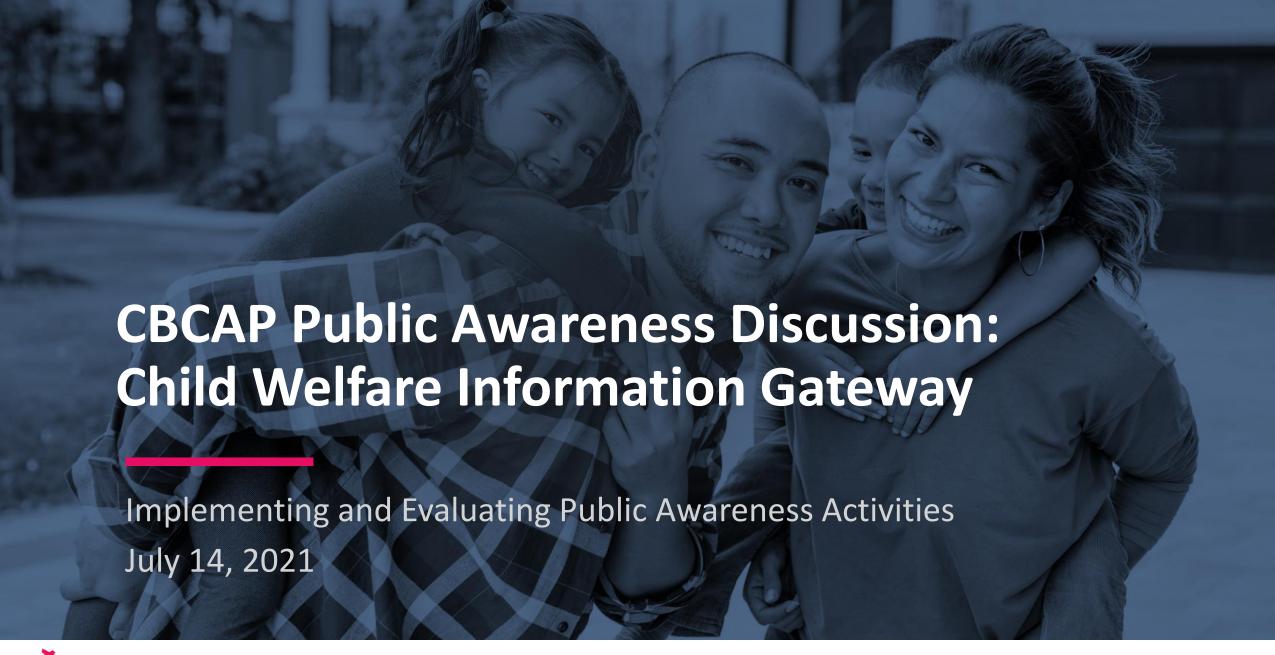
### **July 2021 PLC:**

### Child Welfare Information Gateway Presents: Implementing and Evaluating Public Awareness Activities

July 14, 2021









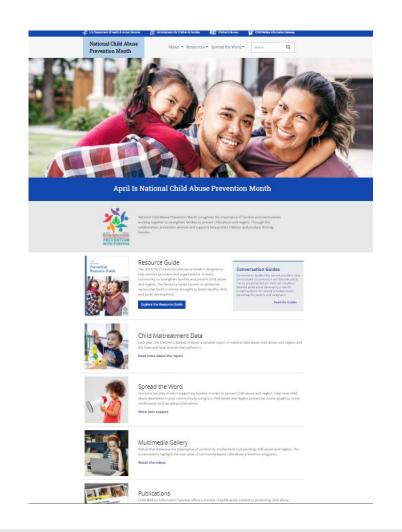
### Agenda

- Welcome
   Thank you for joining! Learn more about our guests and why they are here!

   Overview of the Children's Bureau's Special Initiatives
   We are excited to show you around.
- Evaluating Public Awareness Campaigns
  Gain some helpful information about building effective campaigns.
- Q&A
  Share your questions with us!

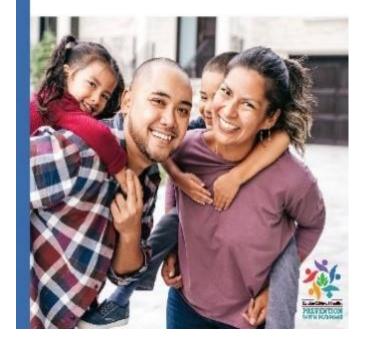
# **Special Initiative Months**

### **National Child Abuse Prevention Month**





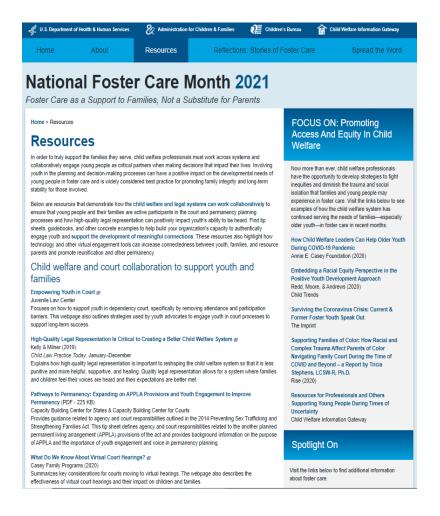






### **National Foster Care Month**





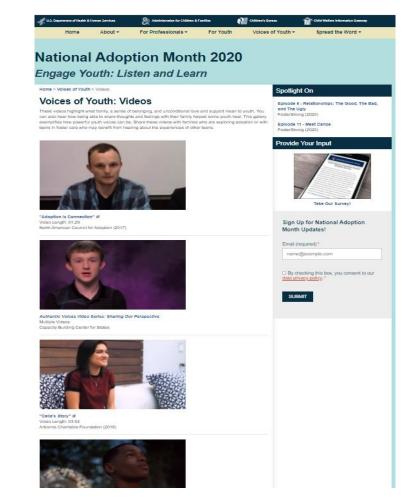


### **National Adoption Month**











# **Evaluating Public Awareness Activities**

## **Goals and Success**

### **Determine Your Goals and the Strategies to Achieve** Them

### Goals:

- What goals do you have for implementing the campaign? What do you hope to accomplish through the campaign?
- Who is your target audience? Who do you hope to reach?
- How should the work/knowledge/attitudes of those who receive your information change/evolve/be enhanced as a result of receiving your information?

### **Strategies:**

- How are you going to achieve these goals?
- What existing resources are available to help you achieve these goals?



### **Determine How to Measure Your Goals and Strategies**

- What data do you have or collect to help you measure your work?
- What data do you not have that you may want to start collecting?
- Don't limit what you consider to be "data."

- Website metrics
- Flyers handed out
- Emails sent/opened/read
- Anecdotal conversations/informal feedback
- Survey feedback
- Interviews and focus groups
- Resource downloads
- Changes in client outcomes



# **Marketing for Success**

### **Low-Cost/No-Cost Marketing Strategies**

- Take advantage of free online tools.
- Host online events.
- Repurpose content/circulate evergreen messages.
- Scale up or down with social media advertising.

- Use every opportunity to stay connected for future communications.
- Optimize your messaging for mobile devices.
- Use your network.
- Improve marketing writing.



### **Marketing Methods to Measure Success**

- Use goals to brainstorm marketing tactics.
  - Define objectives, segment audience
- Identify key metrics.
  - Choose native social media data or third-party insights:
    - Facebook: Export vs. data insights
    - Analytics: Twitter.com
  - Consider the following four stages of success:
    - Awareness, interest, engagement, and commitment
- Track earned media.
- Use campaign URL tracking (CURLs).



### Using Data to Strengthen Effectiveness

- Monitor key metrics routinely and analyze the data over time.
- Identify potential partners.
- Choose meaningful hashtags.
- Determine optimal time of day and frequency.
- Conduct tests to gain audience insights.

Every effort is a learning opportunity—don't be afraid to try something new!



### A Message from the Children's Bureau

Youth in care and adults formally in care have emphasized that permanency is not only about legal permanency—but relational permanency as well.

That is why the Children's Bureau considers it a priority to support and strengthen families by looking at the ways the child welfare system and the legal community can authentically engage youth in permanency planning and support meaningful connections.

Read the Children's Bureau message from Taffy Compain, the National Foster Care Specialist, and take the opportunity to **share it** with the stakeholders in your community in honor of National Foster Care Month.

### Excerpts

"Ideally, the best foster care system would be one that is not needed... For those circumstances where foster care is necessary, we must create the expectation that the purpose of foster care is to support families to remain safely together over time. We need to redefine the roles of resource families to be supporters to parents."

"We [] have to commit to serving children and youth in foster care within their own communities and in the context of their families and their important connections."

READ MORE



# **SEO** and Website Analytics

### **Top 10 Website Ranking Factors (2021)**

- High-quality content
  - Make the content unique, fresh, and useful.
- Website structure (content organization)
  - Develop a sitemap and upload to Google.
- Backlinks
  - This is how Google crawler finds websites for indexing.
- Search intent
  - Content needs to match what a user is looking for.
- Website loading speed
  - The time it takes for a page to load is becoming an important part of Google's Core Web Vitals.



### **Top 10 Website Ranking Factors (2021)**

- Mobile friendliness
  - Websites must be mobile responsive.
- Domain authority (DA)
  - Use this metric to see how your site's expertise about a particular topic is ranked and its ability to rank on search engines.
- Keyword optimization
  - Help Google bring up your website in its search results by including the right keywords on your webpages.
- User experience
  - Consider how well users engage with your content.
- Website security
  - Build your site on HTTPS.



### **Google Search Central**

Google Search Central is here to help the right people view your content with resources to make your website discoverable to Google Search.

https://developers.google.com/search



New to SEO? Learn the basics from Google.

https://developers.google.com/search/docs/beginner/get-started

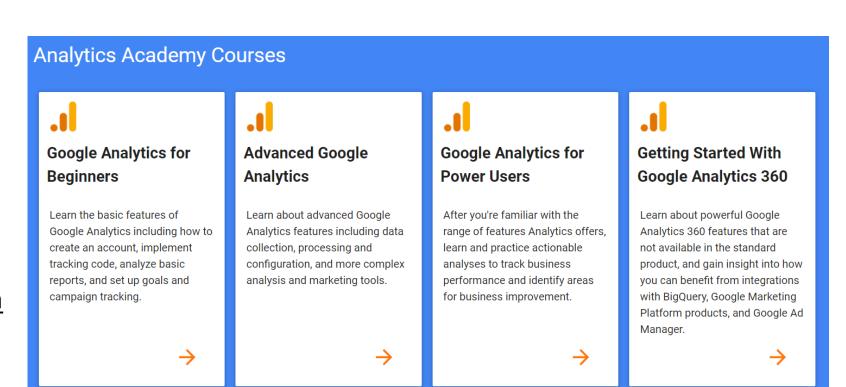




### **Google Analytics Academy**

Google offers a *free* Analytics Academy that helps you learn about Google's measurement tools so that you can "grow your website" through intelligent data collection and analysis.

https://analytics.google.com/analytics/academy/



# Tell Your Story

### **Analyzing and Reporting Your Findings**

- Consider each piece of data you collected as a piece of the puzzle to the story of your information campaign.
- Analysis:
  - o Did you achieve your goals?
  - O What strategies helped facilitate success?
  - O Which strategies were less successful?
- Remember to compile and report your findings in a way that makes sense for your stakeholders and various audiences so they can make use of your evaluation work as well.



### **Questions or Comments**





# **Stay Connected!**

### **Stay Connected!**

- Visit our website: www.childwelfare.gov
  - Featuring Live Chat with Information Associates
- Email: info@childwelfare.gov
- •Call toll-free: 1.800.394.3366

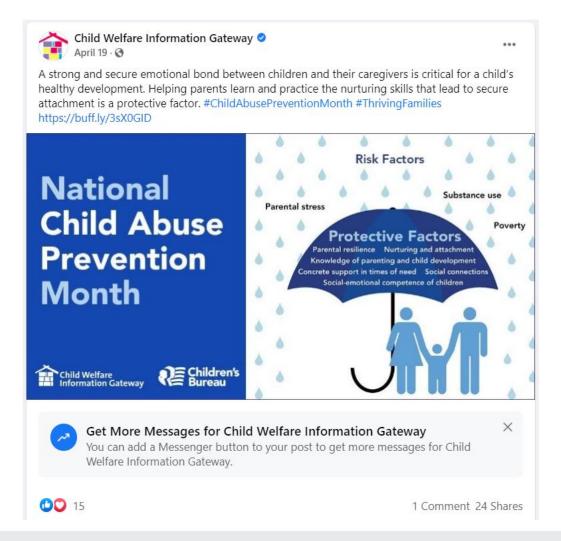


### **Subscriptions**

- Children's Bureau Express (CBX) Top stories, research, promising practices, publications, training
- E-lert! Monthly alerts about new Information Gateway products
- Child Welfare in the News Daily listing of news articles of interest to child welfare workers, administrators, and related professionals
- **Adoption Triad** Monthly e-brief of information, tools, and strategies to help build capacity to identify, recruit, and retain adoptive families
- The Grantee Connection Quarterly digest featuring products, information, and lessons learned from select Children's Bureau discretionary grants
- State Resources A snapshot of new State and local government child welfare publications added to the Information Gateway Library
- My Child Welfare Librarian Monthly distribution of links to specific topics related to child welfare practice and organizations



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### **Child Welfare Information Gateway Podcast Series**





### In the meantime, let's stay in contact

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Prevention and Child Protection

Child Welfare Information Gateway

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### Federal Updates

Thank you for all your work in submitting quality applications!

- 22<sup>nd</sup> National Conference on Child Abuse and Neglect (NCCAN)
  - Registration is open! Please register early!!
  - Go to <a href="https://nccan.acf.hhs.gov/">https://nccan.acf.hhs.gov/</a> for more information.

Please continue to reach out with any questions you may have.

