Effective Communication in a Virtual World

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STRATEGY. ACTION. RESULTS.

Cerrell builds strategic communications and advocacy programs to meet our clients' needs.

We tell compelling stories, solve complex challenges, and make an impact in communities.
Today’s objectives

- Having a Strong Brand to Build Trust and Familiarity
- Making Your Communications Accessible
- Social Media Dos and Don’t’s
BRANDING & VISUALS
Build trust and communicate effectively
LA Regional COVID Fund

LSCLA has partnered with LA County and City to disseminate millions in grants to small businesses and nonprofits in need of financial aid and support due to COVID-19.

GRANT APPLICATIONS:

The LA Regional COVID Fund is offering grants ranging from $3,000 to $30,000. Applications are being accepted now through October 30. For more information, visit: LACOVIDFUND.ORG

APPLICATION DEADLINES:

ROUND 1: OCT. 26 - OCT. 30

SUPPORTING THE MOST VULNERABLE

Grant winners will be chosen through a randomized application process. Applicants who meet the following criteria will be weighed more heavily in the selection process:

- 65+ households
- Lower median income
- Lower education rates
- Higher unemployment rates
- Lower median household income
- Nationally, these sectors will receive higher priority in the application process.

For more information, visit: LACOVIDFUND.ORG

SOCIAL MEDIA KIT

Pre-Round 1 (Week of 9/28-10/21)

First Day of Round 1 (10/5)

Last Day of Round 1 (10/9)

The LA Regional COVID Fund is offering $5,000-$25,000 grants to qualifying small businesses and nonprofits. Applications are being accepted now through October 30. For more information, visit: LACOVIDFUND.ORG

Apply Now - Oct. 30

For Entrepreneurs, Small Businesses & Nonprofits

Visit: LACOVIDFUND.ORG
DEVELOP YOUR BRAND
INNOVATE ACCESSIBILITY
MAKE IT APPEALING

1. **Mail it**
   All vote-by-mail ballots come with a prepaid postage return envelope that must be postmarked on or before Election Day.

2. **In-Person**
   Vote-by-mail ballots can be returned to your local polling place or the San Bernardino County Registrar of Voters office no later than the close of polls at 8 p.m. on Election Day.

3. **Drop it Off**
   Voters can drop off their ballot at any of the 70 mail-in-ballot drop boxes throughout San Bernardino County beginning Oct. 6 and through Nov. 3 until 8 p.m. Two convenient drop-off locations are located in the City of Montclair.
ACCESSIBILITY
Expand your audience
EXPAND THROUGH
INNOVATION
AUTOMATION
SMART TOOLS
INTERACTIVITY
ENHANCE YOUR REACH

- Facebook Local Alerts helps local governments keep people safe and in-the-know.
- Local alerts in a range of everyday emergencies – and some crises – including flash flood warnings, mandatory evacuations, missing people reports, water main breaks, active shooters, road closures, winter storms, extreme temperature warnings, bomb threats and many more.

https://www.facebook.com/help/contact/1961386630628121
Taskforce Host

Practice Mode Only: Attendees cannot join until you broadcast.

Language Interpretation

Interpreter 1
- English
- Spanish

Interpreter 2
- English
- Spanish

Meeting Topic:

Host:

Invitation URL:

Participant ID:

Join Audio
Computer Audio Connected

Mute Original Audio

Off

Interpretation
KICK IT OLD SCHOOL
MAIL
DOOR HANGERS
UTILITY INSERTS
NEWSLETTERS
SOCIAL MEDIA
dos and don’ts
KNOW YOUR DIGITAL STRATEGY

- Own your channels
- Understand your audience and message
- Social and traditional media monitoring
- Digital and social media listening
- Real-time analytics & reports

**Content Management**
- Agora Pulse
- Buffer
- Crowdfire
- Falcon.io
- Sprout
- Socialpilot

**Listening and Analytics**
- Awario
- Cision
- Hubspot
- Mention
- NUVI
- Synthesio
INFORM EFFECTIVELY
WHAT MAKES A GOOD POST

• Visual

• Succinct

• Call-to-Action

• Strategic
SOCIAL MEDIA

DO THIS > NOT THAT

DO:
Display your values and promote your work.
DON’T: Single out an ethnic or religious group.

De Blasio criticized a large Jewish funeral that took place during COVID-19 lockdown, which sparked backlash from the Jewish community for singling them out.
SOCIAL MEDIA

DO THIS > NOT THAT

**DO:**

Provide useful information.

Make sure you’re counted, Boston! By completing our annual census, you can help us get an accurate count of residents in the City. We want to ensure that our municipal resources are distributed equitably to all. Complete the census today: [boston.gov/census](http://boston.gov/census)
SOCIAL MEDIA
DO THIS > NOT THAT

*Plowy McPlowface Has a Shot in Naming Contest. ‘Abolish ICE’ Does Not.*

**DON’T:** Ask for suggestions online (it’s the internet) without controls.

Minnesota DOT asks for help naming snow plows and Abolish ICE was one of the most popular answers and caused a lot of chaos.
SOCIAL MEDIA
DO THIS > NOT THAT

DON’T:
Forget to proofread!
Accidentally posted that she got COVID-19 and not the vaccine.
Thank You

We’re happy to answer any questions.

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