MRC Leadership Summit

Special Topics Session:
Branding and Communications Strategies
Zoom Tips

• Today’s session is being recorded
• Recordings will be available via the NACCHO MRC Webpage
• Please Use the Chat Function.
• Please Use the Zoom Q&A Function
  • Submit questions
  • Comment on questions
  • Upvote other questions
Using Social Media to Strengthen Your Brand

Kimberly Rodgers,
Communications Manager, NACCHO
The Importance of a Strong Brand

• **What is brand?**
  A person’s gut feeling about a product/company
  • Influenced by perceptions and experiences
  • Reflects the face, personality, and values expressed by your organization

• **Why does brand matter?**
  • Credibility, trust, loyalty
  • Partnership-building
  • Organizational culture
Why Social Media?

72% of adults in America use some type of social media

More than half (55%) of adults get news from social media
Establishing a Social Media Presence

1. Identify which channels your audiences use most frequently
2. Assign trained staff to manage social media channels
3. Integrate social media into communications plans
4. Establish social media use policies
Building a Following

• Include social media info in standard communications

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  National Association of County and City Health Officials
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• Promote social media verbally at public events (meetings, trainings)
Building a Following

- Tag partners to broaden reach
- Leverage relevant tweets to promote activities/services

**Example Tweets**

**RIMRC**
Our volunteers are so excited to be a part of this effort with such amazing organizations like @WeberRenew.
#vaccination #VaccinesWork

**Project Weber/RENEW**
Huge thank you to our partners at the @RHEALTH and the @RWMC for their help making our Hepatitis C testing and HepA vaccination event such a success! Dozens tested and vaccinated in celebration of Hepatitis Awareness Month.
#HepAware19 #peersupport #harmreduction @HealthyPVD

**SW Virginia MRC**
Reach out to @swvamrc to set up a class! #REVIVE @VDHgov @MRC_ASPR

**Shatterproof**
Naloxone saves lives!
Learn about how it works, how to get it, and how to use it.
shatterproof.org/naloxone

8:22 AM · Feb 20, 2020 · Twitter Web App
3 Retweets 2 Likes
Building a Following

• Use graphics, photos, and videos
# Planning Content

- **Develop a content calendar**

## Social Media Content Calendar [Template]

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
<th>M</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>SOCIAL NETWORK</td>
<td>DATE</td>
<td>TIME (EST)</td>
<td>CONTENT TYPE</td>
<td>TOPIC</td>
<td>SOCIAL COPY</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WEEK 1 (April 6-10)</td>
<td>04/06/2020</td>
<td>11:00 AM</td>
<td>EVENT RECAP</td>
<td>MRC Workshop at Prep Summit</td>
<td>Last week, we attended the MRC Leadership Summit at the 2020 Preparedness Summit. It was great to connect with others in the field and take home some new skills and best practices!</td>
</tr>
<tr>
<td></td>
<td></td>
<td>FACEBOOK</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>INSTAGRAM</td>
<td>04/07/2020</td>
<td>2:00 PM</td>
<td>VOLUNTEER SPOTLIGHT</td>
<td>Volunteer of the Week/Month</td>
<td>Since joining our MRC Unit in 2016, Jane Doe has volunteered more than 100 hours of service to support preparedness and response efforts in our county.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>TWITTER</td>
<td>04/08/2020</td>
<td>12:00 PM</td>
<td>EVENT ANNOUNCEMENT</td>
<td>Naloxone Training</td>
<td>Everyone can play a role in preventing opioid overdose - including you! Join us on April 25th for a free overdose prevention training where we’ll teach you how to recognize signs of overdose and how to use naloxone to save a life.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>FACEBOOK</td>
<td>04/08/2020</td>
<td>6:00 PM</td>
<td>EVENT ANNOUNCEMENT</td>
<td>Naloxone Training</td>
<td>Overdose rates are up 10% in the last year, but you can play a role in protecting our community! Join us on April 25th for a free overdose prevention training where we’ll teach you how to recognize signs of overdose and how to use naloxone to save a life.</td>
</tr>
</tbody>
</table>
Planning Content

• Research and use relevant hashtags
  • Response-specific: #COVID19, #HurricaneHarvey, #WoolseyFires
  • Issue-specific: #wildfires, #immunization, #flooding, #naloxone
  • General: #medicalreservecorps, #emergencymanagement, #preparedness, #disasterrelief, #disasterrecovery

• Make it fun
  • Spotlight volunteers
  • Highlight MRC accomplishments
Overcoming Social Media Challenges

What if there are restrictions on who can post social media?
• Request that MRC-related posts be integrated into the social media calendar
• Provide your content calendar to the approved social media manager

What if we don’t have the capabilities/capacity to manage social media?
• Capabilities
  • Solicit social media-savvy volunteers
  • Share free courses/trainings to strengthen skillsets
• Capacity
  • Establish a small social media volunteer team and rotate responsibilities
  • Use scheduling tools, such as HootSuite or TweetDeck
Contact Information

Kimberly Rodgers
Communications Manager, NACCHO
krogers@naccho.org

https://www.naccho.org/communications/health-department-communications
Promoting and Building the MRC Brand

Nancy Burns, BA, EMT, CHEP
Upper Merrimack Valley (MA) MRC Unit Leader
Lessons from COVID-19

Impact on EVERYTHING!

Plans came to a screeching halt

Perspective: *Global* impact

Disaster Response is Job #1

Nobody’s ‘got this’ – no quick fix.
Lessons from COVID-19

Best Practices for ALL Units

Respond, don’t react.

Collaborate and be positive!

Focus on what we CAN do. What are your COVID successes?

Great service is your best promotion!
Lessons from COVID-19

MRC Successes
➢ Responses helped each community and the region
➢ New members (‘raining volunteers’)
➢ Wide range of activities over time
➢ Engagement at all levels (medical, behavioral, admin,...)
➢ Adaptability! (See list of assignments.)

Projects We Wanted
➢ Alternate care site support
➢ Contact tracing
➢ Clinical role at test sites
➢ Hospital backfill

Obstacles
➢ Reluctance to risk exposure
➢ Each unit is different
➢ Had to leverage our strengths
Leverage Your History

Non-COVID Promotion and Branding

Opportunities for ALL Members – Cultivate transferrable skills

Sporting events (bike race, marathon)

Health screenings

First Aid, CPR, UHA, Stop the Bleed

Flu, pneumonia, shingles clinics
Create Connections

**We Try Stuff!**

- Hosted MMS STB-I Class
- Supported FEMA Launch
- Collaborate w/ MCC Staff
- Public Health Jeopardy!
- Submitted Wake-Up Call
- Equine Therapy Seminar
Cultivate Partnerships

ENGAGE WITH THE COMMUNITY

Wellness events
Regional fairs
Guest speakers
Mentor youths
Mantras

“Every reason to speak with a customer is goodness.”

Learn from other units!

Develop a new mind-set:
Transition from USSG to ASPR

Keep a healthy perspective!
PR and Branding

**BE VISIBLE!** Logo and contact info everywhere.

**Traditional:**
- Business cards, event signage, bulletin boards
- Polo shirts, hats, lanyards, badges
- Newsletters, postcards, print materials
PR and Branding

Non-traditional:
- Dog vests
- BP slips
- Social media
- What else???
More Tips

CLASSES FOR THE RIGHT REASONS
CPR and First Aid to muni employees, unique seminars for volunteers
TTX to unite collaborators, EP for seniors,…

HELP OUT
Cover events for HD’s when staffing transitions; be a hero???

CULTIVATE YOUTH ENGAGEMENT
HOSA options, community service hours

LEVERAGE MEDIA OPTIONS
Ask when on-camera (still pix or video): Is the logo in frame?
https://youtu.be/Rrl1MaJs2U8

CELEBRATE DONORS
Gladly highlight vendors on all signage!
Challenges / Solutions

• Restrictions on use of funding
  - Can’t feed volunteers?
  - Can’t buy polo shirts?
  - Can’t buy give-aways?

• Seek unrestricted resources
  - Taught CPR, same pmt. as any AHA-I
  - Join National MRC Assn! (501-C3)

• Become indispensable!

• Encourage word-of-mouth
Keep In Touch!

Upper Merrimack Valley MRC

Director:                Coordinator:
Jeffrey Stephens: 978-399-2543            Nancy Burns: 978-399-2549
Jstephens@westfordma.gov            nburns@westfordma.gov

Westford Health Department
55 Main Street, Westford, MA 01886
978-692-5509

www.UMVMRC.org ← Upper Merrimack Valley web site
www.MaMedicalReserveCorps.org ← MA web site
https://mrc.hhs.gov/ ← NEW National MRC web site

Supporting your community in a disaster!
The IT’S of Branding

• It is a process
• It won’t happen overnight
• It is worth the effort!
Become a Leadership Whisperer

• Give them the information they need to become your biggest advocate.
• Don’t assume they know the in’s and out’s of the MRC unit
  • How many volunteers you have
  • How many you would like to have
  • How they support the community
  • How they support the organization
  • The value (in dollars) that MRC unit
See the Big Picture

• It’s More than a Logo
• What do you hope to accomplish?
  • Short-term goals
  • Long-range goals
Tarrant County’s Approach

• Leadership involved in the entire process
• Realized we were not marketing experts
• Accepted the fact that our existing recruitment strategies ineffective
• Established SMART Goals
• Shifted our thought process related to funding opportunities
Our Goals

• Name Recognition
• Clarification
• Call to Action
• Provide sense of purpose/pride/affiliation to volunteers

Be A Local Hero ~ No Cape Required!
It’s an Ongoing Process

Phase 1
• Focus Groups & Surveys
  • To determine public perception of the Tarrant County MRC
• Development of:
  • 5-year marketing plan
  • Logo
• Launch Website

Phase 2
• Review of what worked well/not-so-well with previous 5-year marketing plan.
• Developed new 5-year plan
• Logo Revision
• Tagline Development
• Website Redesign
Recruitment Materials – Before

Register Now
To Be a Local Hero

To become a member and/or obtain additional information about the Tarrant County MRC, visit
www.bealocalhero.org/tarrantcounty

Tarrant County Public Health
Medical Reserve Corps
1101 S. Main Street, Ste. 2600
Fort Worth, TX 76104
817-321-5319
817-321-5446 (fax)
Email: mrc@tarrantcounty.com

You Benefit When You Help the Community
All volunteers receive comprehensive orientation and training and will have opportunities to:
• Receive additional disaster and emergency response training
• Receive free professional Continuing Education Units (CEUs) for selected trainings
• Stay up-to-date on pressing public health issues with briefings provided by Tarrant County Public Health
• Become a part of a group committed to protecting the public’s health
• Network with other professionals
• Develop new skills
• Participate in hands-on disaster drills and exercises
• Relish a sense of pride and accomplishment as you serve your community

Safeguarding our community’s health
http://health.tarrantcounty.com

NACCHO
National Association of County & City Health Officials

Volunteer

Call 817-321-5319
Impact
From 150 volunteers to 2,000+ volunteers
• Be willing to step outside your comfort zone!
• Funding – don’t focus on what you can’t purchase…focus on what you can!
• Develop a branding strategy and review it at least every 5 years to assess what’s working and what’s not.
• Involve your volunteers in the process
Communicating Our Brand

• Volunteers are addressed as “Local Heroes” in all forms of communication.

• Social media posts to showcase volunteers in action

• Continuous investment in advertising (social media, streaming radio)
  • All advertisements include the phrase “Local Hero” in some manner

• Encourage volunteers to wear their t-shirts even when they are not working as an MRC volunteer

• Include in email signature – it’s more effective than you think!
Our Latest Social Media Ad

https://vimeo.com/artsandlabor/review/420696214/87e8b2a7f4
Local Heroes have worked more than 2,000 hours assisting with response activities, including:

- Drive-thru testing
- Contact Tracing
- COVID-19 Hotline
- Meal Delivery
- Well Check Calls
- Drive-thru food pantries
TCMRC Volunteers in Action
Lessons Learned

• Need to assess capabilities and develop guidelines related to virtual (remote) volunteering.
• Not be so reliant on in-person classroom-based trainings.
• Not all internal staff are receptive to volunteer assistance.
• Overwhelming amount of opportunities
• Not enough me to go around
• Remember to practice self-care
Contact Me

Monica D. Tipton, M.Ed.
Tarrant County MRC Volunteer Coordinator
Tarrant County Public Health
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Fort Worth, Texas 76104
817-321-5330
mrc@tarrantcounty.com
www.bealocalhero.org
Please Use the Zoom Q&A Function at the bottom panel of your screen: