



## NCCDD Media Relations Program Year 3 (of 5)

February Council Meeting

### Purpose of the NCCDD Media Relations

- To assist the NCCDD in community outreach and collection of public input from individuals with intellectual and other developmental disabilities (I/DD) and their families on opportunities and barriers they face in everyday life to guide the development of funded grant Initiatives, public policy goals, and systems change activities.

### Planned Activities in Year 3 (of 5)

- Plan and develop RUN (Registry of Unmet Needs) marketing efforts for Year 3
- Plan and organize 2021 Advocacy Leadership Awards
- Support all Five Year Plan efforts and outreach
- Produce and launch Council Member campaign
- Continue to raise awareness of the Council across the state as a consensus builder on the broad issues that affect people with I/DD and their families.
- Identify strategies to increase awareness of funded initiatives and opportunities to increase sustainability in the community.
- Increase the number of people who understand and champion the removal of barriers in the system that impact independence, inclusion, and self-determination among those with I/DD.

### Achievements and Outcomes to Date (Years 1 and 2)

- Realigned communications and outreach due to COVID-19 outbreak to inform and educate audience about DD and State related updates.
- Participated and coordinated in Five Year Planning efforts with committees. Pivoted in-person efforts to go all virtual.
- Promoted virtual listening sessions for three regions. Managed registrations and promotions
- Participated and coordinated ADA 30 Event; supported pivot for Virtual Event by developing content and branding, and supporting registrations through eventbrite
- Gained press coverage for Talley Wells ED, Five Year Plan, COVID-19 webinars, virtual listening sessions, etc. Continued efforts to raise awareness of NCCDD across the state through publication of updated HHT newsletter, initiative announcements in Constant Contact and press relations.
- Increased accessibility and reach of NCCDD by adding Spanish translations of HHT newsletters, forms for Advocacy and Leadership Awards and important web banners. Also provided HHT newsletters as audio recordings.
- Enhanced the awareness of the Council, advocates, individuals with I/DD and their families through the organization and implementation of the NCCDD Annual Awards, including coordinating launch efforts and producing videos for winners in preparation for the Nov. Council Meeting.
- Continued monthly video series, "Conversations with the Council"
- Enhanced website content with a new Public Policy Update feed, updated Council Member page to include map of member locations, updated calendar of events page to include map of event locations and added Action Alerts

# NCCDD Media Relations Program

(continued)

## Achievements and Outcomes to Date (Years 1 and 2)

- In 2018-2019, created, posted and evaluated an average of over 20 social media posts to Facebook and Twitter each month, resulting in a 20% increase in followers to Facebook (average reach 260,000 people) and a 14% increase in followers to Twitter (average engagement 16,529 - 14% increase)
- In 2018-2019, increased engagement across target audiences with a new regional approach to the NCCDD's calendar of events and Council Membership listing(s), as well as through News, Action and Event alerts, all with over a 23% open rate.
- In 2019-2020, created, posted and evaluated an average of over 34 social media posts per channel (Facebook and Twitter) per month resulting in a 55% increase in outbound messages on Twitter; 279% increase in outbound messages on Facebook and 9% increase in Twitter followers and 13% increase in Facebook followers. Together, the channels saw an increase of 241% in impressions and 1,420% in engagements. Engagement Rate stayed steady at 1% for Twitter and 7.2% for Facebook. This is normal to industry standards. Total: 113% increase for posts on both channels; 241% increase in impressions and 1,420% increase in engagements
- In 2019-2020, increased engagement across target audiences with 50 emails sent (averaging 6 a month) – newsletters, event alerts, news, COVID-19 alerts, listening sessions and more; 355 net new contacts; 25% open rate (+1% increase, +3% increase, industry standards); 11% click-through-rate (+1% increase, +3% increase, industry standards)
- Outlined and initiated DD Awareness Month and ADA Awareness Month social media campaigns and supported event planning efforts for DD Awareness Month

## Achievements and (Outcomes to Year 3 First Quarter)

### In the First Quarter of Year 3

- Supported Council with Advocacy and Leadership Awards. Produced 3 videos for award recipients for virtual awards ceremony.
- Produce HHT, event alerts and news alerts. Sent 16 campaigns
- Promoted vaccine presentations and encouraged registrations - resulted in 730 registered attendees
- Continue promoting efforts through social media and press
  - 83% increase in engagement
  - 10 mentions in press - 236,000 people reached across North Carolina

## Expected System Change as a Result

- Increase individual, family, public, and system knowledge and engagement to provide system advocacy for the financial security and community living opportunities of individuals with I/DD, with additional specific emphasis to increase the knowledge and engagement of members of the NC Hispanic/Latino/Latinx community.