



NWA COMMUNITY OUTREACH TOOLKIT 2023



TABLE OF CONTENTS

- 03** Community Outreach & Public Relations
- 05** Outreach Email Template
- 06** Joint Press Release Template
- 08** Why Connect with Community Partners on Social Media?
- 09** How To Repost Content & Tag Pages on Facebook & Instagram
- 11** How To Tag Pages on Facebook & Instagram
- 15** Hashtag Use
- 16** Evergreen Content



COMMUNITY OUTREACH AND PUBLIC RELATIONS

THE IMPORTANCE OF COMMUNITY PARTNERSHIPS

- Community partnerships with local organizations can help support your agency's goals and initiatives
- Partners can advocate for your organization's goals while contributing their own skills, talents and assets, allowing your agency to expand its reach
- Local community organizations and WIC agencies may share communal goals
- Local community organizations and WIC agencies may share similar audiences, including pregnant women and families with infants
- Local community organizations can be a reliable source of referrals

HOW TO IDENTIFY A POTENTIAL PARTNER

Outreach to potential partners should be strategic and focus on relationships that can make a measurable impact and sustain over time.

Look for organizations that are

- Aligned with WIC's mission, values, and services, such as:
 - » Food banks and hunger relief groups
 - » Nutrition and wellness non-profits
 - » Local farmer's markets
 - » Maternal and infant health organizations
 - » Breastfeeding support groups
 - » Parenting networks and support groups
 - » Youth and family centers
- Reaching similar audience demographics, such as:
 - » Low-income families
 - » BIPOC (Black, Indigenous, and People of Color) Communities
- Willing to advocate for your agency goals and initiatives, such as:
 - » Local government agencies and officials
 - » Local associations
 - » Local media outlet



WAYS TO ENGAGE AND PARTNER

- Joint initiatives
- Community events
- Webinar series
- Celebrating a recognition week or month (E.g. National Breastfeeding Month)
- Creating a joint recognition week
- Newsletter inclusions



OUTREACH EMAIL TEMPLATE

Subject: Partnership Opportunity - **[YOUR AGENCY NAME]** x **[ORGANIZATION NAME]**

Hello **[INSERT NAME]**,

The **[AGENCY NAME(S)]** Women, Infants and Children (WIC) Program located in **[COUNTIES OR ADDRESS]** is reaching out about a potential partnership opportunity.

At WIC, we believe every home deserves a healthy start. WIC provides nutritious foods, nutrition education, breastfeeding support, and health care and community referrals, so our work complements yours. We invite you to learn more about our program by viewing our **[INSERT RESOURCE AND LINK HERE]**.

We are interested in meeting with you and your staff in hopes that we can explore opportunities to partner with **[ORGANIZATION NAME]**. Would you be available to meet virtually or in person in the coming weeks to discuss this further? Please let me know if any of the options below work for you:

[INSERT DATE & TIME]

[INSERT DATE & TIME]

[INSERT DATE & TIME]

In serving the same community, we can work together to bridge gaps and ensure every family has a healthy start. Thank you for your consideration.

We look forward to hearing from you!

[YOUR NAME]

[YOUR AGENCY NAME]



JOINT PRESS RELEASE TEMPLATE

A press release tells a newsworthy story to the media. Below you will find the template for a press release - feel free to customize it to reflect your partnership and joint initiatives.

Contact information:

- Who the media should contact if they have additional questions or interview requests. Include name, phone number and email address. Following the contact information, include when the information should be released, usually it is for immediate release.

Headline

- Tells readers what the release is about. It should be concise and engaging to grab the reader's attention. Limit headline to eight to 10 words, if possible, brief is better, and keep it to one line, if possible.

Subhead

- The subhead should further elaborate on what was initially stated in the headline and be interesting so as to further hook the reader. The length is usually about 20 words, two full lines max.

First Paragraph

- Summarizes key points of the press release and answers the "Five W's" of Who, What, When, Where, and Why. Provides readers who don't have the time to read the full story with a general idea about the news in two or three sentences.

First Quote

- Supporting quotes are an opportunity to present a more human element. Include a quote from your WIC director about the community partnership, and why the news is important.

Trend Tie In

- Ensures your press release outlines why the topic is important right now. It connects your news to something happening now or something important long term. This is where you can draw on statistics, recent studies, or current events to demonstrate your news' relation to the issues trending at this moment in time. The length is usually 1-2 paragraphs long.

Second quote

- Quote from your community partner. Always make sure that you have their permission to use their quote.

Boilerplate & Closing

- Essentially an About Us section; it provides a quick overview of the agency and the community partner. Press releases always end with ### centered at the bottom of the page. This way no extra text can be mistakenly published as part of the announcement.

[WIC AGENCY LOGO HERE] [COMMUNITY PARTNER LOGO HERE]

MEDIA CONTACT:

FOR IMMEDIATE RELEASE

[First and Last Name]

C: (123) 456-7890

E: email@email.com

[YOUR HEADLINE HERE]

[YOUR SUBHEAD HERE]

[City, State, Date] – [Your agency’s name] and [community partner name] announced today [WHO, WHAT, WHERE, WHEN]

[WHY and details here]

[Quote from WIC director or WIC representative]

[Additional information, trends, stats]

[Quote from community partner]

[Call to action and where to find more information]

About WIC

The WIC Program (Special Supplemental Nutrition Program for Women, Infants and Children) is administered at the Federal level by the Food and Nutrition Service of the U.S. Department of Agriculture. The WIC program was established in 1974 to provide Federal grants to States for nutrition education, supplemental foods, and health care referrals for low and moderate-income pregnant, breastfeeding, and non-breastfeeding postpartum women, as well as infants and children who have a health or nutrition need.

To assess eligibility or to find out more about WIC services, visit: **[website here]** or call **[phone number here]**

About **[Community Partner]**

[About information here]

[Where to find more information]



SOCIAL MEDIA GUIDE

The WIC Community Outreach Social Media Guide was created to help WIC agencies connect with local organizations, form partnerships, and build their social media presence. In this toolkit, you'll find details on the following topics:

- Why Connect with Community Partners on Social Media?
- How to repost content and tag pages on Facebook and Instagram
- Hashtag Usage

This toolkit also includes downloadable evergreen social media content. These posts can be customized and used by WIC agencies however they see fit.

WHY CONNECT WITH COMMUNITY PARTNERS ON SOCIAL MEDIA?

Interacting with community partners on social media is an excellent way to increase your WIC page's engagement, strengthen your relationship with partners, and create more opportunities for content development.

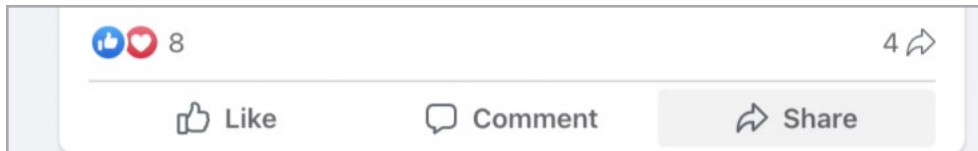
When you react to or comment on a partner's social media post, your WIC page can be seen by the partner's followers. This increases awareness of your agency, gets the WIC name in front of more people, and may even increase your page's following!

Engaging with community partners on social media gives you more opportunities to learn about your partners, and vice versa. It helps you both become familiar with what each organization offers the community, and it could set the stage for future partnerships during community events and even public relations opportunities.

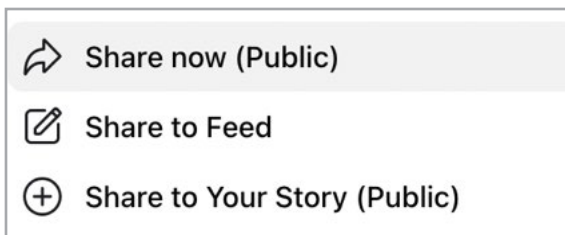
When a partner tags your agency's page on social media, you can repost it (see below for instructions). What an easy way to add content to your posting calendar! This also provides variety to your typical content and can be a great way for your followers to discover community partners that could benefit them.

TO REPOST CONTENT ON FACEBOOK:

When you come across a post you want to share, click the “Share” button under the post:

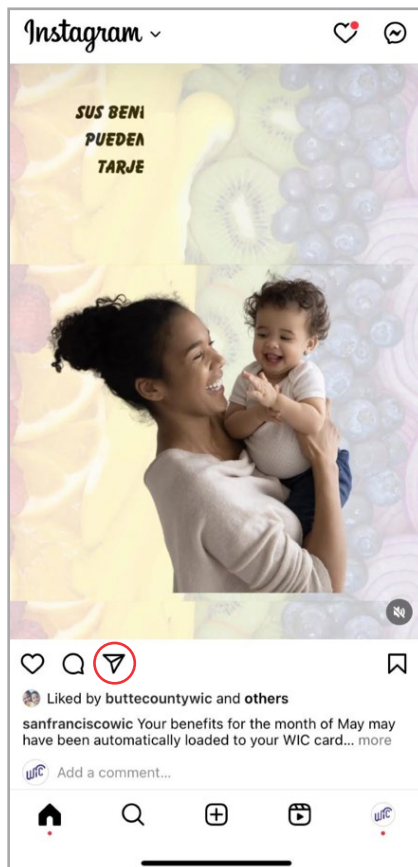


You can then choose to share the post to your Facebook Feed without adding additional post copy (the Share now (Public) option); Share to Feed, which allows you to add your own copy; or Share to your Facebook Story.

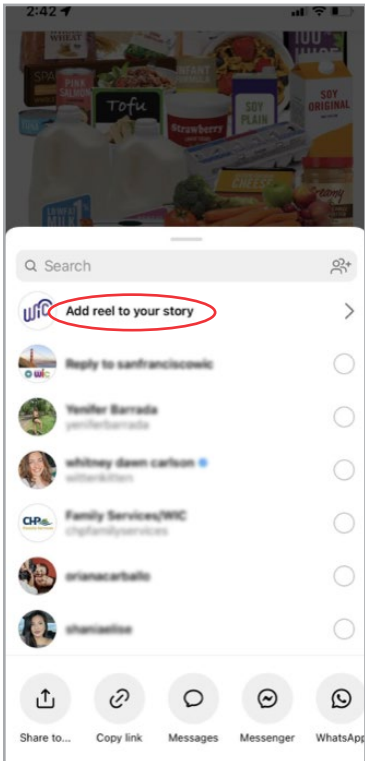


TO REPOST CONTENT ON INSTAGRAM:

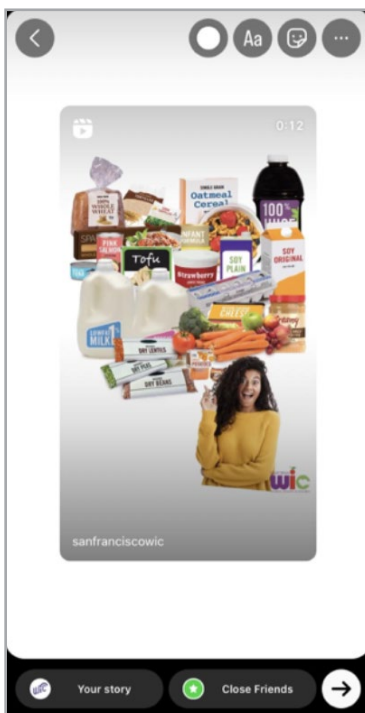
It's easiest to share content on Instagram in the phone app. When you find a post you want to share to your Instagram Story, click on the paper plane icon:



You'll then see the option to share to your Story:



From there, you can add fun stickers and designs to your Story post. When you're ready to post, click "Your Story." "Close friends" posts the Story to your selected close friends (most WIC agencies won't use this option; it's used more for personal accounts).



HOW TO TAG PAGES ON FACEBOOK AND INSTAGRAM

Tagging community partners serves several purposes:

- It connects your content to theirs, making social media feel more like a conversation with the community, rather than a megaphone.
- It gives partners the chance to repost your content, which increases its reach and gets it in front of more audience members.
- It sets the stage for a more interactive relationship with your partners online, and encourages them to tag you in future posts, too.

The process of tagging is similar on Facebook and Instagram, and you can tag a user in the copy or in a photo.

Follow these steps to tag a community partner in your post copy:

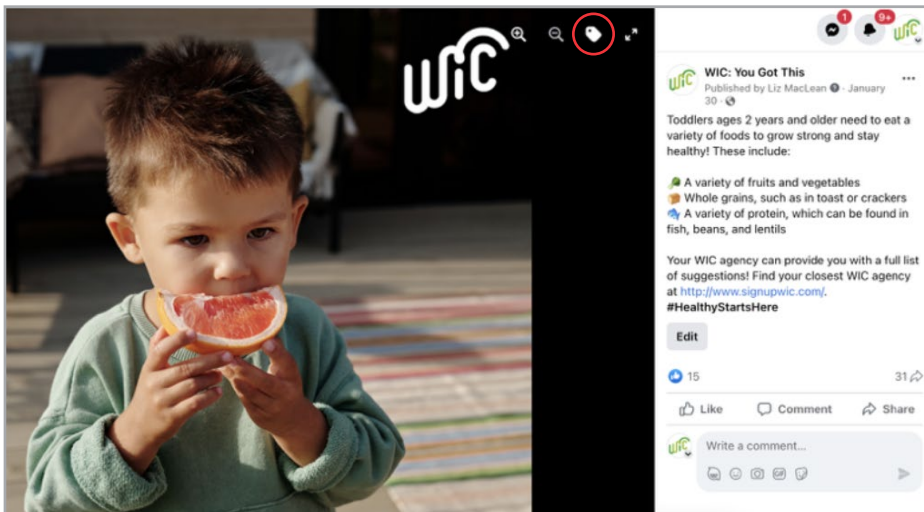
1. When writing or pasting copy into the platform, add the handle symbol, which is “@.”
2. After the “@,” start typing the partner’s username (remember, their username may be different than their official organization name).
3. Once you see their account pop up, click on it to select it.
4. Resume the posting process, and once the content is posted, your partner will be tagged!

Follow these steps to tag a community partner in a post visual:

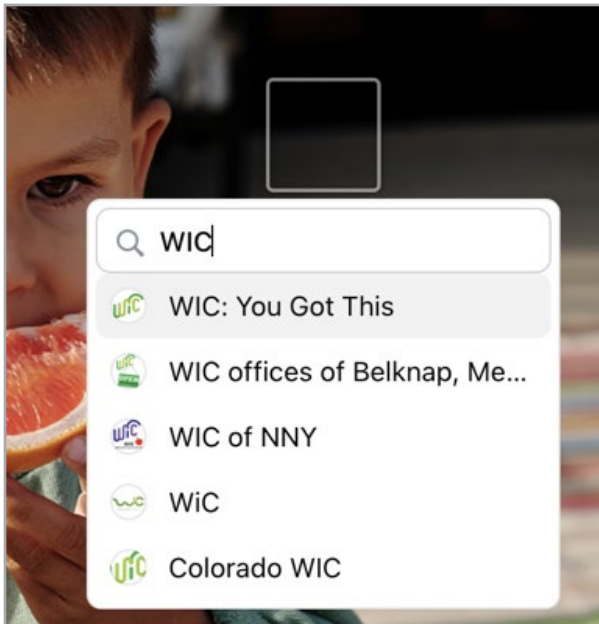
1. Begin the typical posting process.

Facebook:

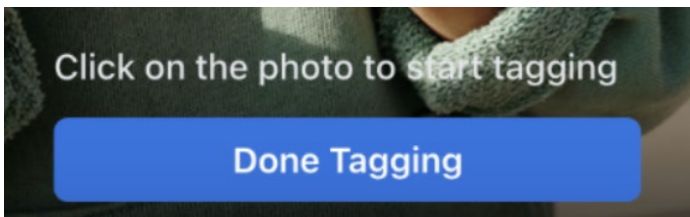
2. You’ll have to post the photo first. Then, once posted, go to the photo you want to tag a partner in. In the upper right-hand corner, you’ll notice a small white tag icon:



1. Start typing the name of the partner you want to tag:



2. Click on the partner you want to tag. Then, click "Done Tagging" to finalize:

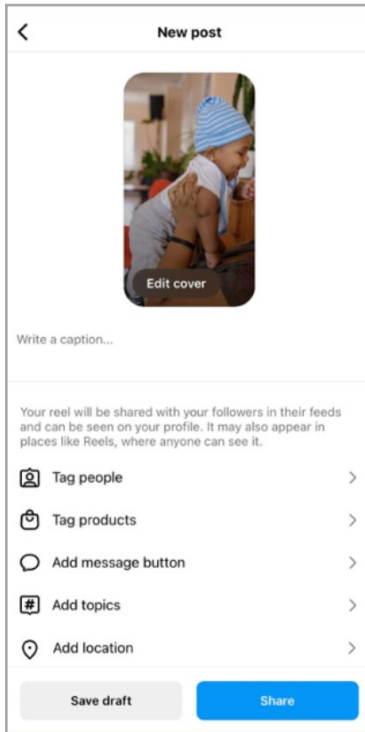


3. Some organizations may have their Facebook page set to where they have to approve tags, so you may not immediately see the tag appear.

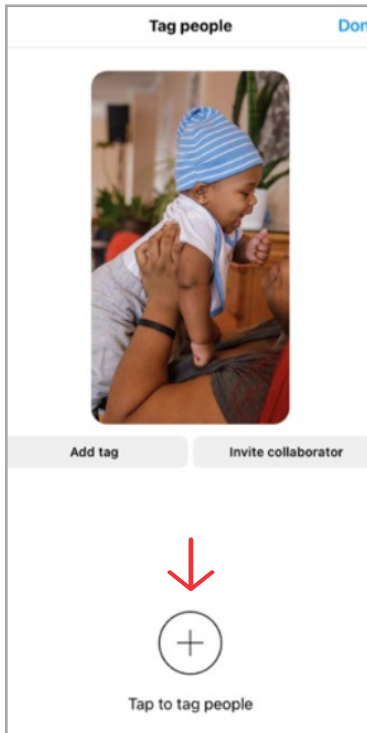


Instagram:

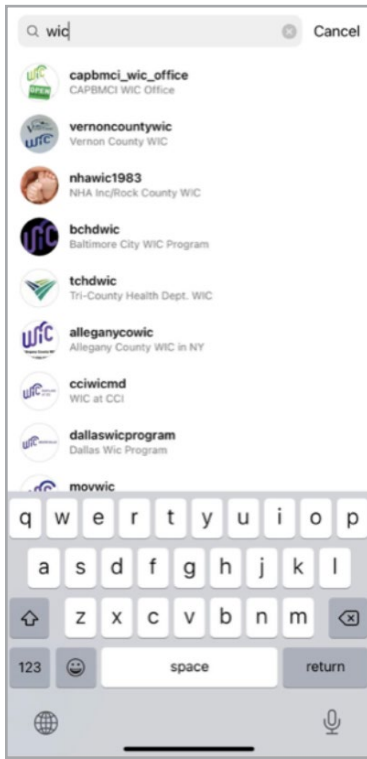
1. You can tag a partner in a photo before it's posted on Instagram. Once you've selected the photo you want to tag a partner in, click "tag people:"



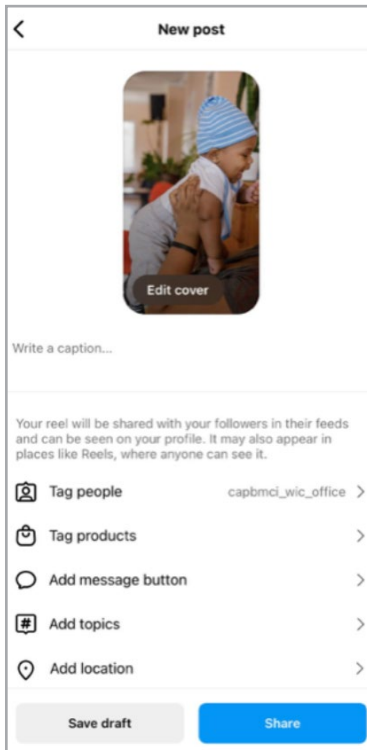
2. Then, click the plus sign in the circle:



1. Start typing the username of the partner you want to tag. Once they appear, click on their account to tag them.



2. Click "done" and you'll be brought back to the page where you can post:



HASHTAG USAGE

Hashtags are used to connect pieces of content that fall under the same topics. They're also used to raise awareness of important subject matter. For example, #BlackMaternalHealth is used during Black Maternal Health Week in April to raise awareness of the week and connect posts about this topic to each other.

Hashtags are an excellent way to get your content seen by a larger audience. Many Instagram users "follow" hashtags for topics they care about or want to stay informed about. Pregnant parents may follow #BreastfeedingTips if they're preparing to breastfeed when their baby arrives. This would be a great hashtag to use in WIC content about breastfeeding to increase the number of people who see it.

What hashtags should I use in my community outreach content?

We recommend researching hashtags that are specific to your geographic area, as well as the partners you're trying to reach with your content. Hashtags shouldn't be too generic (#mom) or too specific (#bananaavocadosmoothie). Too generic, and your content will have to compete with millions of other posts using that hashtag. Too specific, and there won't be enough people looking for that hashtag.

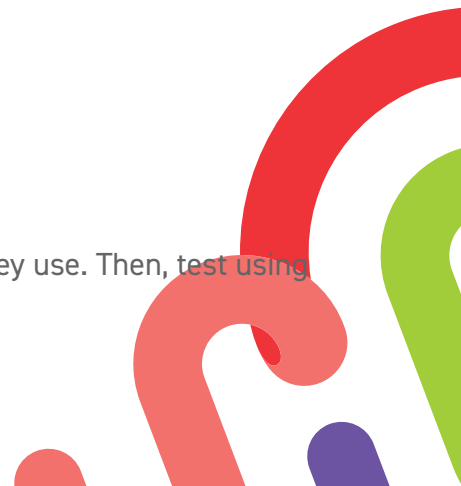
Most social media platforms recommend having no more than three to five hashtags per social media post. Make sure the hashtags are relevant to the post and give the algorithm a good idea of what the post is about – that way, it can easily categorize the post and show it to audience members who are interested in that topic.

It's also important to test out different hashtags to see which ones perform the best. Social media engagement is perfected over time, through trial and error.

Here are some hashtag ideas to inspire your own hashtag research!

- #ChildCareAdventures
- #ToddlerMeal
- #BreastfeedingJourney
- #ChildNutrition
- #PregnancyTips

Tip: Go through your partners' social media posts and see which hashtags they use. Then, test using those hashtags in your own content!



EVERGREEN CONTENT

These posts were created to help your WIC agency engage with community partners on Facebook and/or Instagram. You can customize these posts to make them applicable to your agency and its partners. We recommend adding three to five relevant hashtags to each post.

Post 1

Copy: Today, we're spotlighting our community partner, **[insert name of organization]**! They **[insert description of the organization's mission]**.

We love working toward a common goal with **[name of organization]**. Check out their Facebook/Instagram page for useful content about **[insert topic]**!

For more info, visit their website at **[organization's URL]**.



Post 2

Copy: We love our partner, **[insert partner name]**! Last week, **[insert name of partner and an event they hosted, a tabling opportunity they attended, or an awareness holiday they celebrated]**.

[Partner name] and **[your WIC agency name]** work together to **[insert your common interest/mission]**.

[Partner name] can help you **[WIC participant's desired activity, such as "get access to healthy food" or "schedule a doctor's appointment" or "learn about baby growth development."]** Contact them today to learn more!

[insert partner's website URL and phone number, if applicable]



Post 3

Copy: Have you heard of **[partner name]** yet? They're a local organization that aims to **[insert partner mission]**.

When it comes to healthy food, breastfeeding support, health resources, and more **[name of your WIC agency]** has your back! When it comes to **[insert topic/main offering of partner organization]**, **[partner name]** is the place to go.

These folks are ready to help, so give them a call or visit their website: **[insert website URL]**



CMRignite is here to help you use your social media channels to reach more WIC participants and make an impact in the community. Contact WIC@CMRignite.com with any questions!



THANK YOU

