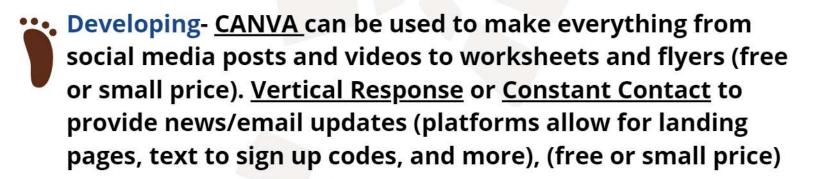
TECHNOLOGY TRAILBLAZING PLANS

USE TECHNOLOGY TO ENGAGE THE COMMUNITY AND GROW YOUR PREVENTION DEPARTMENT'S REACH



Planning/Research- Look at trends, awareness holidays. Think about your target audience. Research evidence-based, online programs (sustainable post-COVID).



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Outreach- Getting people to share posts. Paying to advertise goes a long way. Develop mass list-serv of school contacts/community groups. Use apps like Next Door and Facebook Neighborhood Groups to see things going on in the community and promote events.



Scheduling- There are so many different places to post, <u>Hootsuite</u> is a great tool to use to schedule all your posts on all platforms. Schedule months in advance (small price).



Evaluate Effectiveness- most online platforms have data analytics and show which graphics/post/links have more clicks. Keep track in an excel to track outreach numbers.

SUCCESSES & LESSONS LEARNED

- Prevention Chatter- using a landing page (link) vs email attachments provides instant access to schedule a presentation.
- 3rd Mil Online Interventions- promoting new programs takes time and targeting key school staff (Counselors, teachers, Principals, SROs). Mini courses are free.
- Vertical Response/Constant Contact- reaching all sectors with key messages
- Crowd Games- online game-based learning for students/classes



- Red Ribbon Week Scavenger Hunt- prize was donated and it got kids out of the house for a fun activity
- PDF free editable fields- allows anyone to take notes on a pdf worksheet.
- Grammarly- free grammar checker
- CANVA- animated presentations
- PandaDoc- free way to provide a secure digital signature
- YouTube- use a resource library for prevention materials for targeted audiences (keep it short).