National Responsible Fatherhood Clearinghouse (NRFC) Technical Assistance Webinar

Tuesday October 27, 2009 ~ 2:00 – 3:45 EDT
Using the Internet and Modern Media to Enhance Your Fatherhood Program

Moderator:
Nigel Vann: NRFC Director of Training & Technical Assistance

Presenters:
Natalie Bradley: Marketing Manager, National Fatherhood Initiative
Philip T. “Buck” Foltz: Fatherhood Coordinator, Baraga Houghton Keweenaw Child Development Board, Houghton, MI
Jeremie Moore: Assistant Coordinator, Baraga Houghton Keweenaw Child Development Board, Houghton, MI
Alexander Steed: Consultant, Marketing Outreach and Communication, Portland, ME
A question can be asked by typing it in at any time during a presentation.
You’ll receive a standard answer to let you know that your question has been received and will be submitted to Nigel to ask the presenters during the Q&A.
If your question does not get answered due to time, please email your FPO.
How To Ask A Question

1. Click on the word “Q&A”

2. Type your question in the top box

3. Click on the word “Ask” to submit your question
Technical Issues

♦ Screen too small? Hit F5
♦ Want to ask a question? Hit F5 or Esc to bring you back to the original view to type in your question

♦ Trouble hearing? Send us a message via the Q&A tool

♦ Interested in slides? If you did not receive the Presentation in PDF format prior to the Webinar email: info@fatherhood.gov
Succeeding Online: Setting Goals and Creating Effective Strategies

Natalie Bradley
Marketing Manager, National Fatherhood Initiative
Using the Internet and Modern Media to Enhance Your Fatherhood Program

• First Things First!

• What are your goals? What are you trying to accomplish?

• POST
  • People
  • Objectives
  • Strategy
  • Technology

Vision
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POST

PEOPLE: Who is your audience? What do they care about? Where are they online?

OBJECTIVES: What are your goals?

STRATEGY: How will you achieve your goals? How do you want your relationship with your constituents to change?

TECHNOLOGY: What applications/websites/networks should you use to accomplish your objectives?
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Objectives

• What are your goals? What are you trying to accomplish?
  • We want more fathers at our programs
  • We want to increase regular attendance
  • We want to create community among program alumni

• Five typical objectives:
  1. Listening
  2. Talking
  3. Energizing
  4. Supporting
  5. Embracing
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Listening

Essential! The starting point of any recruitment/marketing efforts.

Keep In Mind:
- You are not your audience
- Be observant – you don’t need expensive research

Monitor Social Networks
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Talking Your Website!

- Keep it updated
- Use key words
- Coordinate with offline efforts

Register with Google Maps
Pay for ads – or get a grant!
www.google.com/grants
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Talking Facebook Fanpage

Keep dads informed
Send reminders
Share photos
Talking
Blogging

Regular followers
Other bloggers can link to you
Sound off on your issue
Can talk about events

Blogger
Wordpress
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Energizing
Create excitement by producing content that people can and want to share.

Widgets!

Video/Podcasts
Don’t need professional grade equipment
Put it in the hands of your audience
Use popular culture to your advantage
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Supporting and Embracing
Allows individuals to connect and share with each other and you.

Contact Us/Share Your Story Form

Communities
Use existing tools
  Facebook.com
  Flickr
  Youtube.com

Coming soon for facilitators on www.fatherhood.org!
• Additional Thoughts

• Get interns from local colleges/high schools

• Sell your board/executives with a plan

• Take small steps

• Close the loop
  • Talk about your online efforts in class. in newsletters
Using the Participatory, Social Web to Connect With Your Primary and Tertiary Audiences

Alex Steed
Consultant
Marketing Outreach
Web Communication
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Alex Steed's Background

- Substantial experience as on and offline grassroots organizer and outreach coordinator
- Envisioneer and researcher of collaborative research projects
- Advisor to several local and national communication-heavy projects
- Educator and mentor to both high school and college-aged students
- Communication and participatory media consultant for nonprofit organizations, activists and advocacy groups
Why Participatory Media?

- All media – arguably – is social
- It is the element of constant participation that sets this medium apart from the others
- Its spirit (though not always its architecture and delivery) is democratic and “grass-roots”
- The buy in, planned and strategized for correctly, can be relatively low
- Inherent in the model of “participation” is the multi-dimensionality of communication
• **PLANNING STRATEGICALLY**: We first answered, “What is STRONG Fathers Maine trying to accomplish?”

• **BRAINSTORM**: How would we like to communicate, and with whom?

• **METHODOLOGY**: With which methods will we communicate with our audiences?

• **Again, PLANNING STRATEGICALLY**: What does success look like? What is our communication mission, what is our schedule, and how do we stay on task?
• **IN PROGRESS**: Building a strategic plan around developing output opportunities while managing and cataloging input

• **SYNTESIZING**: The need for communication management and the potential for creating fulfilling, sustainable job opportunities

• **MEASUREMENT**: At the 6 month mark, what will success look like, and how do we measure that success?
How Does One Participate?
LISTEN: The participatory web is conversational, thus in order to participate successfully, one must listen to what is being discussed.

Listening is not just how one formulates an articulate, resonant statement, but it also serves as an asset for reputational management.

Tools:
Google Analytics, Google Alerts, Twitter Search, Google Grants
Similarly to how one is selective about where to buy advertising space, one should be selective about where they invest their time in establishing a participatory presence.

Go to where your message will be heard, where your audience is, and where your brand is being discussed.
Engage, or, to be obvious, participate.

The medium rewards those who exchange ideas, engage in dialogue, offer a service, and provide an authentic voice and presence, so discuss, talk about others, share stories both organizational and personal, and participate in this realm the same way that you would at a dinner party (or even a party party, though keep it appropriate :D)
ALL ROADS POINT OFFLINE

- Cultivating trust / brands online means requires meeting folks offline
- Networking events!
- Volunteers are more likely to give their time to someone they have met face to face / talked to on the phone
- Use the medium to get the word out about your programs
While trying at times, this all should be, at its core, a fun and connective process.
Facilitation Strategies:  
*Benefits of using multimedia and video clips in fatherhood groups*

**Presenter: P.T. “Buck” Foltz**

Buck is the Project Coordinator for the Fathers to Dads project – BHK Child Development Board, Houghton, MI

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**Co-presenter: Jeremie Moore**

Jeremie is the Assistant Project Coordinator for the Fathers to Dads project

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Why use multimedia?

“Over the years I am often asked, how do you get fathers and men in a group or meeting one on one to open up to really discuss meaningful and/or intimate issues? This is, and always has been, the challenge to anyone who works with fathers and men.”

(Turner, 2007)

Use of multimedia programs like *Power Point*

- *Auditory* and *visual* learning styles
- Use of cartoons, graphics and power point (slide-show) animation tools can help to reinforce learning
- *Efficient, Organized, Appealing*
Use of multimedia like *Movies and Video*

- The entertainment value in most movies comes a story or “plot,” which is based upon relatable life situations.
- These relatable life situations inspire feelings that we have all had to deal with at some point:
  
  *Humor*
  *
  *Tragedy*
  *
  *Pain*
  *
  *Excitement, etc.*
As facilitators we can use feelings and emotions inspired by a movie clip to:

- **Draw out discussion**
- **Introduce a topic**
- **Open-up a closed group**
Participant Comments on the use of movie clips

- **Entertainment Value**: the use of popular movies provides fun, familiar and entertaining examples of everyday life

- **Attention**: “keeps us in-tuned to what you’re talking about”

- **Visual communication**: “emotional appeal / actors do a good job of portraying non-verbal communication etc”
Great Movie Clips for Specific Topics

Discipline - *Cinderella Man* “stolen Salami Scene”

A Fathers Impact - *City Slickers* “best and Worst Day Scene”

Family Origins - *Rudy* “father / son talk at the bus stop”

Emotions - *Father of the Bride* “Discussion around the dinner table”

Substance Abuse - *Hoosiers* “Father/son talk in de-tox unit”