

Webinars for AmeriCorps VISTAs

Communication through Digital and Social Media

To join the audio portion, please dial: **866-606-5950**
Passcode: **2775941**. This session will begin shortly.

Tips For Participating

Webinars for AmeriCorps VISTAs

- Submit questions to the presenter at any time using the Q & A feature.
- Share tips, resources, and ideas with other attendees using the Chat feature.
- The phone line will be open later in the presentation for Questions and Answers.



Webinars for AmeriCorps VISTAs

Welcome to
Communication through
Digital and Social Media

Introduction

AmeriCorps VISTA Digital Media Webinars

Providing you with:

- **Hands-on access** to digital media applications and platforms
- An opportunity to learn how to **strategically use** digital media tools in your service

These webinars are:

- Hosted by **technology experts** and guests with on-the-ground experience
- Aimed to give you a **specific set of skills** to assist you in your VISTA role

Today's Team

Webinars for AmeriCorps VISTAs



Treci Johnson

AmeriCorps VISTA
Recruitment, Marketing, &
Outreach Specialist
CNCS



Danielle Ricks

Social Media Specialist
Campaign Consultation,
Inc.



Robyn Stegman

Project Specialist
Campaign
Consultation, Inc.

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Today's Agenda

- Digital media and your communications plan
- Connecting with more people; growing your audience
- Proven engagement strategies
- Using results to drive future communications
- AmeriCorps VISTA's approach to digital media
- Questions and Answers

Caption this...



Speakers



Joseph Porcelli

Director, Engagement Services

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Jennifer Kaplan

Product Marketing Manager

GovDelivery

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Jennifer.Kaplan@govdelivery.com

What We'll Cover

1. How to connect with more people and grow your direct audience
2. How to get that audience to take action through proven message engagement strategies
3. How to analyze results to drive future communications

About GovDelivery



We enable government organizations to connect with more people, and get those people to take action.

More than 1,000 government organizations use our communications cloud to reach over 60 million people. The result? Safer communities. Happier commuters. Healthier families. Better government.

What's Your Strategy?

Campaigns don't get flu shots, people do.

Smartphones don't buy fishing licenses, people do.

Blog posts don't read to their kids, people do.

Emails don't cook healthy meals, people do.

Twitter updates don't make emergency kits, people do.



People aren't part of programs...they *are* the programs!

What's Your Strategy

**Like us on
Facebook,
and we will
vaccinate
zero children
against polio.**



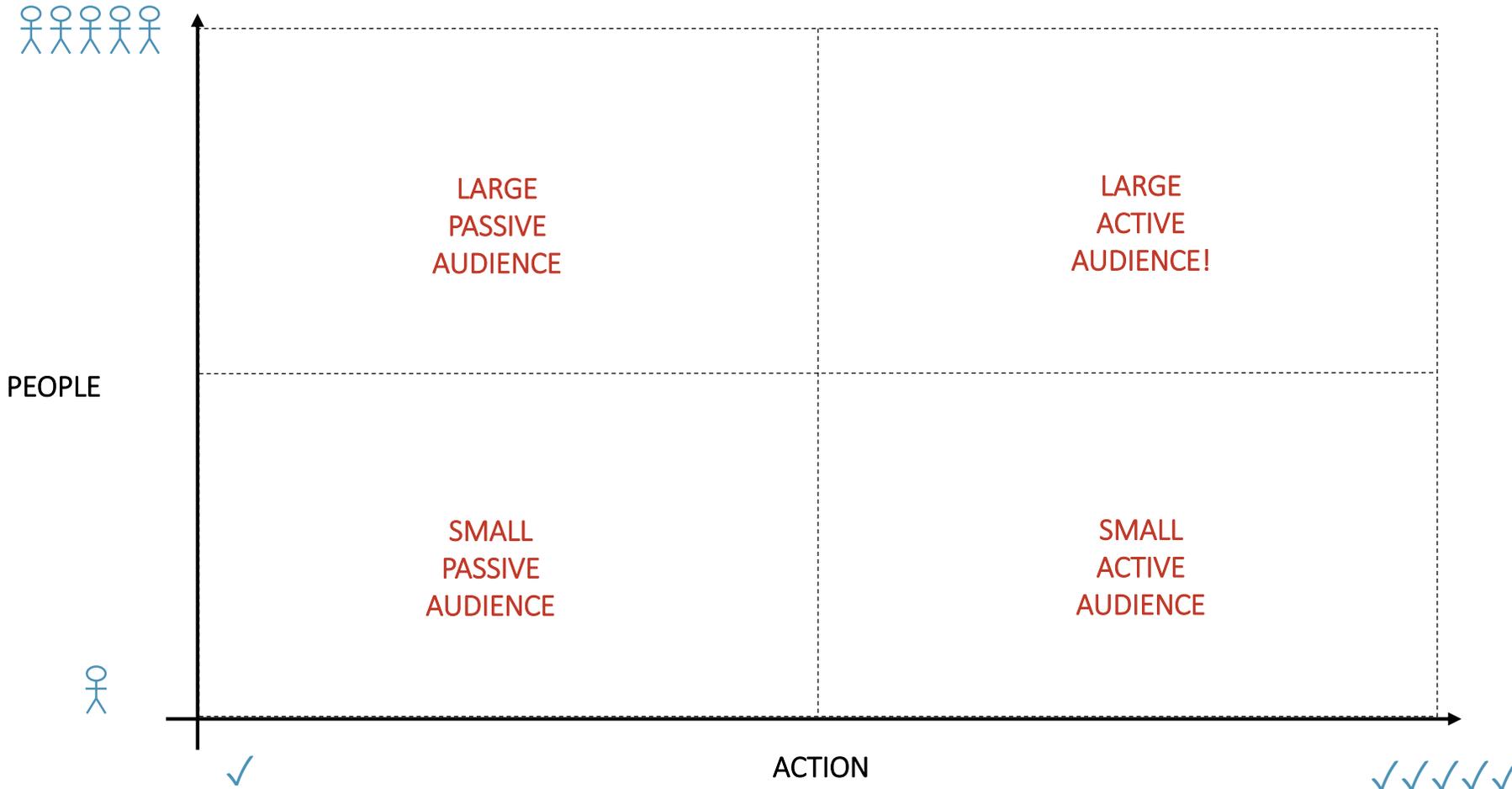
We have nothing against likes, but vaccine costs money. Please buy polio vaccine at unicef.se. It will only cost you 4 €, but will save the lives of 12 children.

unicef 

A Simple Truth

You want to connect with more people and to get those people to take action (not likes).

A Simple Truth

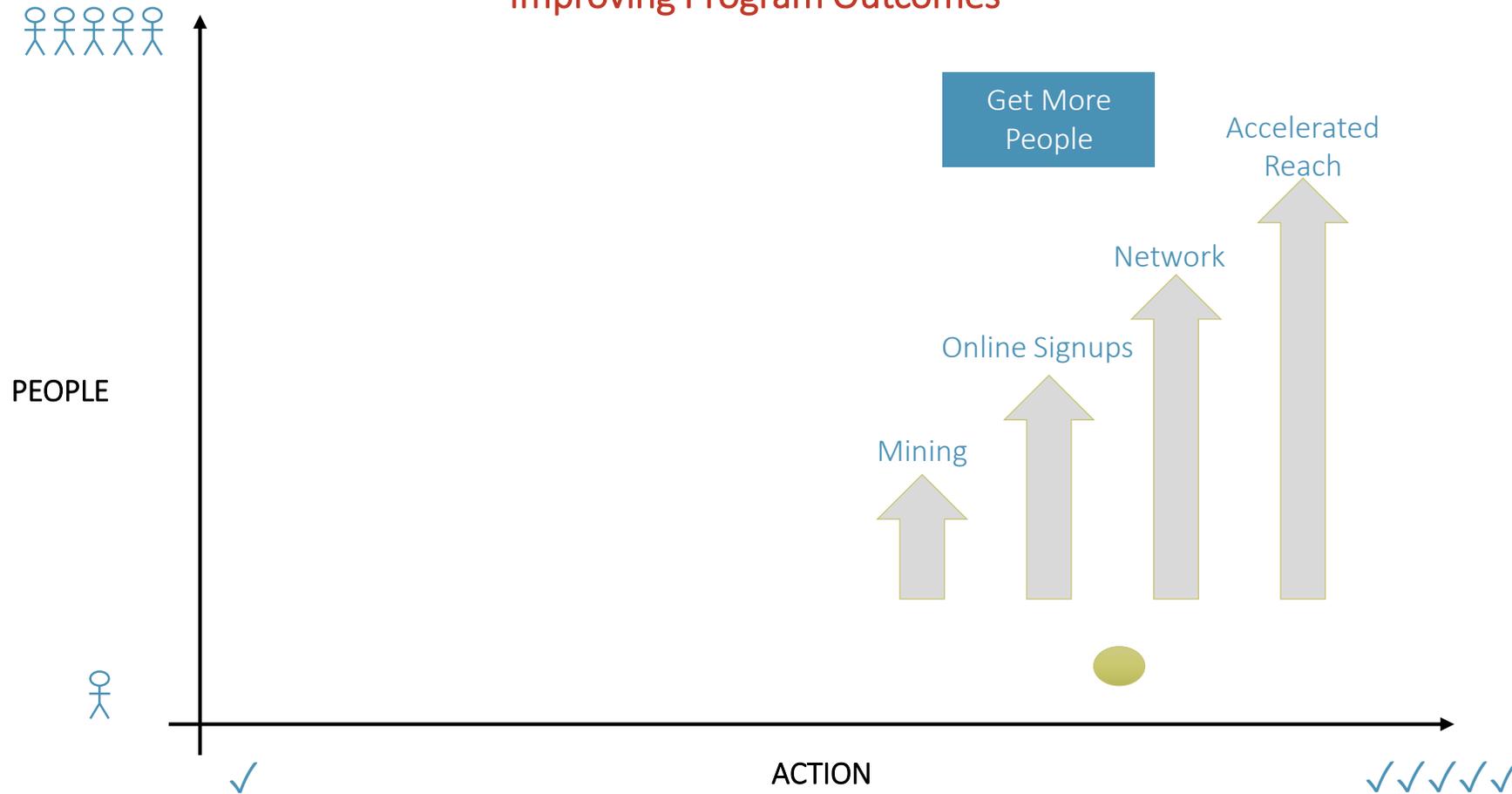


A Simple Truth

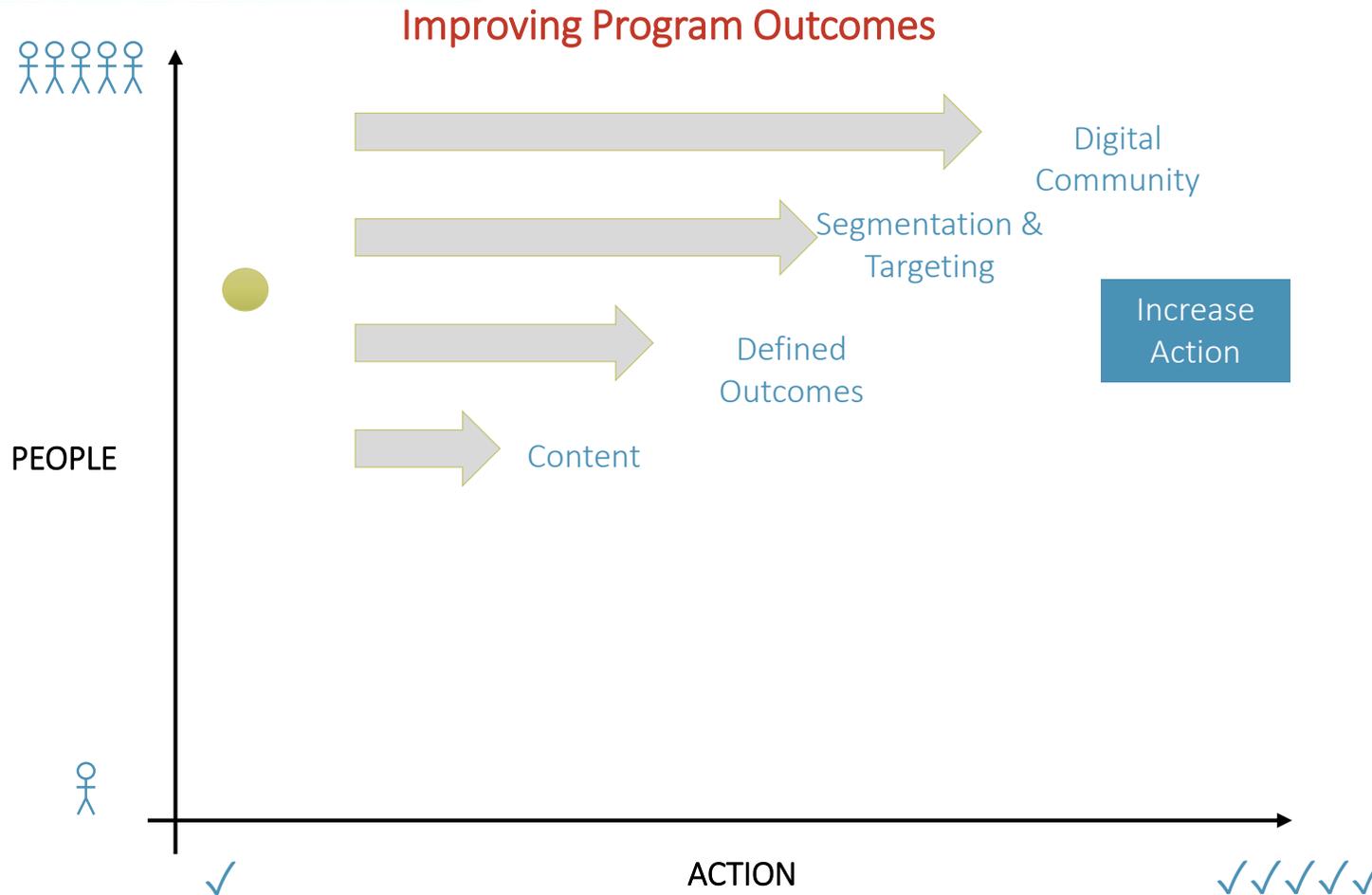


A Simple Truth

Improving Program Outcomes



A Simple Truth



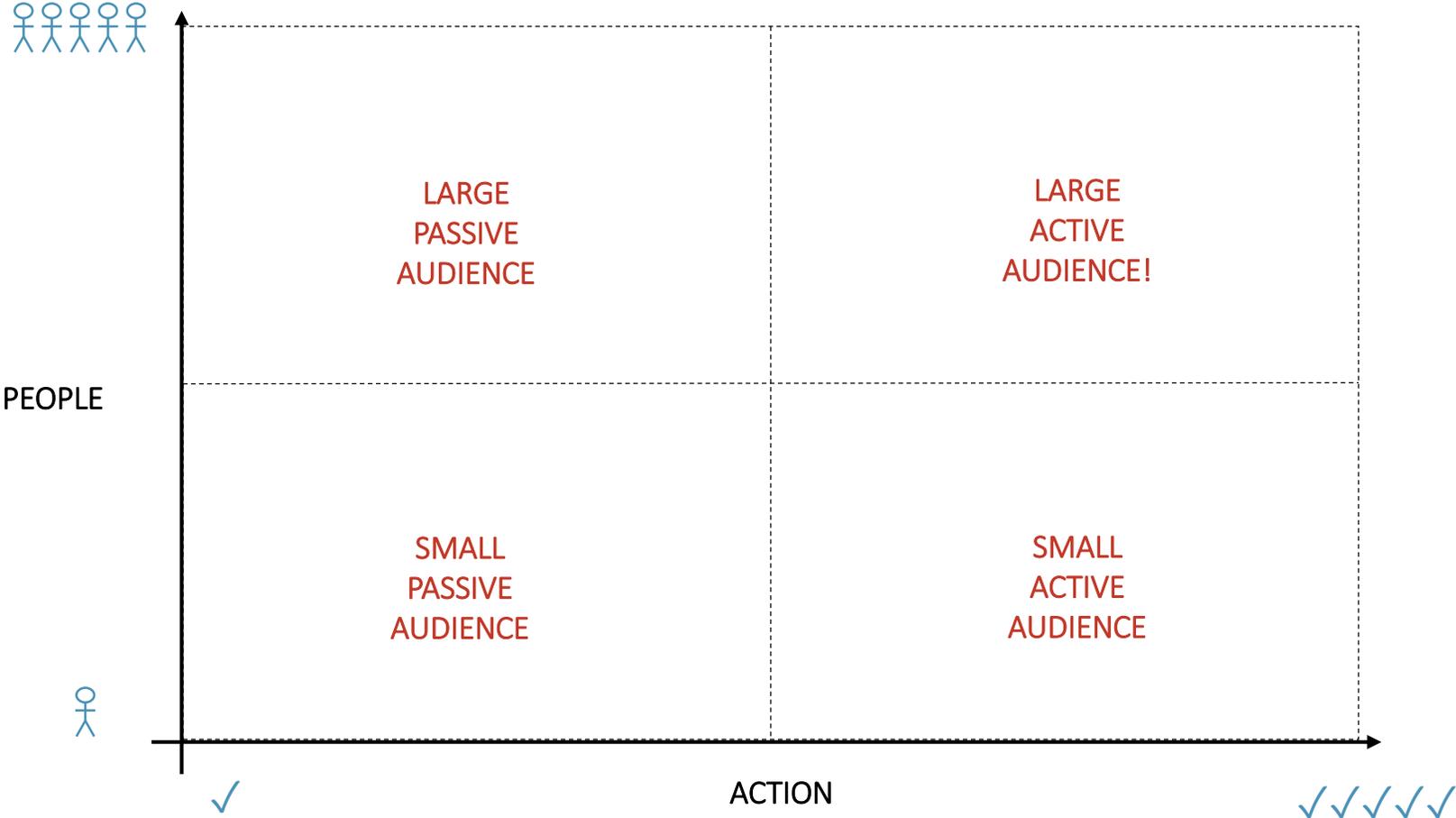
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Connecting with more people

Best practices to grow your direct audience

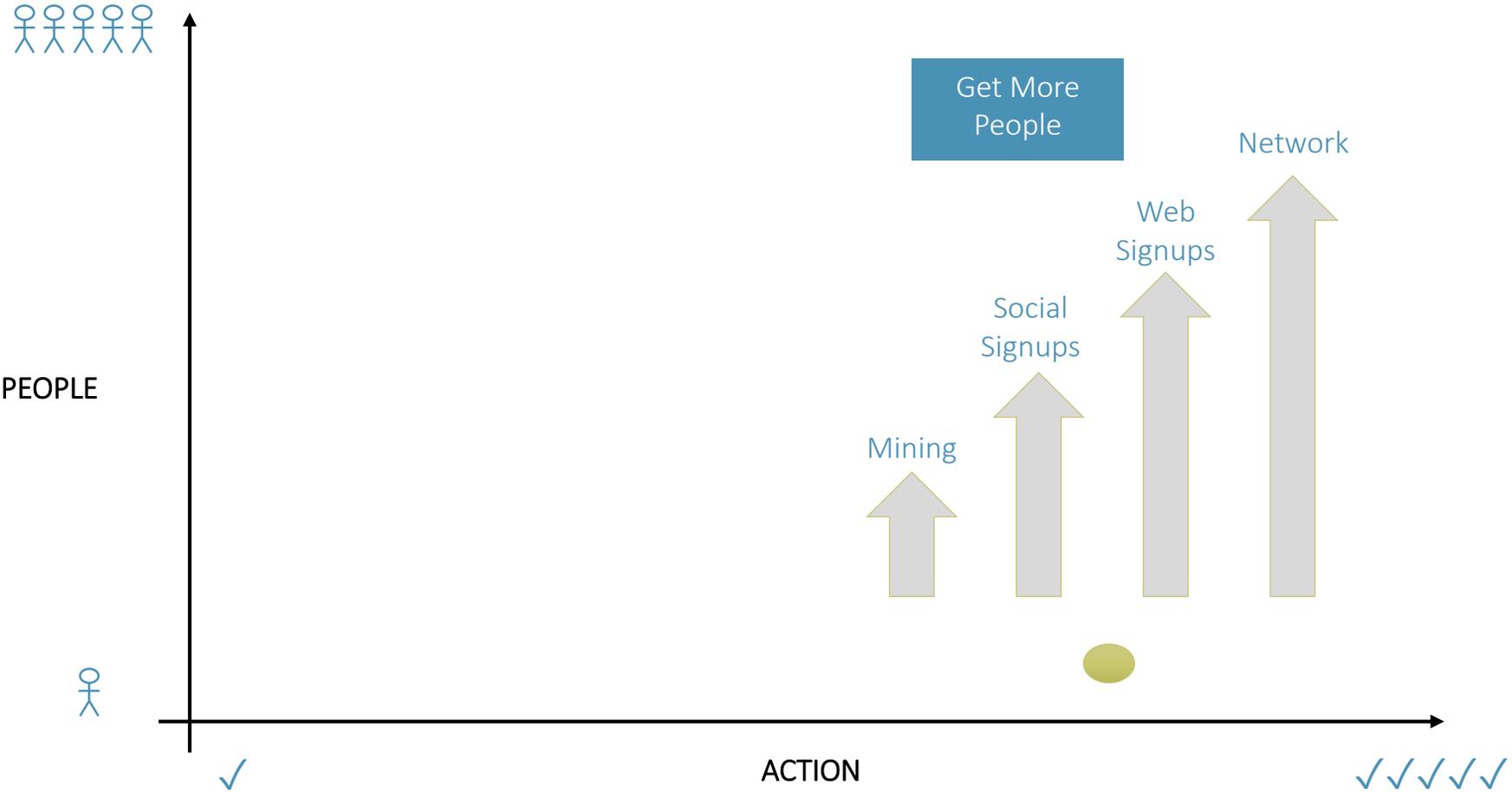
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Connecting with More People



Connecting with More People

Improving Program Outcomes



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Network

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Cross-promote



Customers who bought this item also bought...

Customers Who Bought This Item Also Bought



Biodegradable Water
Balloons 100 pack
★★★★☆ (28)
\$5.15



GAME 4407 Water Bomb
Factory
★★★★☆ (40)
\$7.86

Cross-promote: Network with others

VolunteerMatch.org VOLUNTEERS NONPROFITS SIGN IN REGISTER Log In SUPPORT

We bring good people & good causes together

Find a cause that lights you up. Get in touch with a nonprofit that needs you.

Join Us LEARN MORE

What do you care about in Minneapolis, MN?

SEARCH I care about... BROWSE Advocacy & Human Rights Animals Arts & Culture Board Development

LOCAL VIRTUAL

Join the challenge and pull garlic mustard... City of St Paul Parks and Rec

HELP SENIORS WITH THEIR SPRING YARD WORK Northwest Youth & Family Services

Farmers Market Volunteer Neighbors Inc.

HEY NONPROFITS! Let us start connecting you with passionate volunteers.

VIEW ALL 4371 Local Listings

WHY We're a community: we connect people who want to change the world together.

HOW NONPROFITS VM VOLUNTEERS List opportunity Post listing Find what you love Contact nonprofit Contact volunteer Happy Face Happy Face

WHO 97,083 PARTICIPATING ORGANIZATIONS 7,669,400 VOLUNTEERS MATCHED 83,203 VOLUNTEER OPPORTUNITIES

Give back. Contribute to your community. Get emailed volunteer opportunities.

Your email Your commitment Submit

VolunteerMatch.org VOLUNTEERS NONPROFITS SIG

Join Opportunities Organizations Volunteer Stories

NARROW YOUR SEARCH animals

Advanced Search

LOCAL or VIRTUAL

Local (you'll go to a physical location) Virtual (you can do it from a computer, your home or anywhere!)

CAUSE AREAS Animals (88) Community (29) Disabled (17) Environment (14) Health & Medicine (21) Seniors (13) SEE ALL CAUSE AREAS

MORE FILTERS Kids (13) 55+ (61) Teens (40) Groups (20)

We've found 98 animals volunteer opportunities near Minneapolis, MN

DISPLAYING 1 - 10 OF 98 SORT BY Relevance

MAY 26 - AUG 31 Environmental Education & Live Animals Intern with Minnesota Children's Museum

This position is responsible for conducting live and non-live animal education programs for Museum visitors. The intern will use the...

10 West 7th Street St. Paul, MN 55102 Mon, May 26, 2014 - Sun, August 31, 2014

Learn More

ON-GOING Help Animals in Need Find Homes: Become a Placement Coordinator! with Ruff Start Rescue

Placement Coordinator: As a Placement Coordinator, you are given the responsibility of overseeing the placement of animals into foster...

All over Central MN Central MN, MN 55374 It's Flexible! We'll work with your schedule

Learn More

ON-GOING Make unwanted animals wanted! with ACT V Rescue and Rehabilitation

Foster families needed for dogs, cats, puppies and kittens. All expenses paid. Provide a safe and loving environment for an animal in...

PO box 385731 Bloomington, MN 55438 It's Flexible! We'll work with your schedule

Learn More

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Leveraging Web Properties

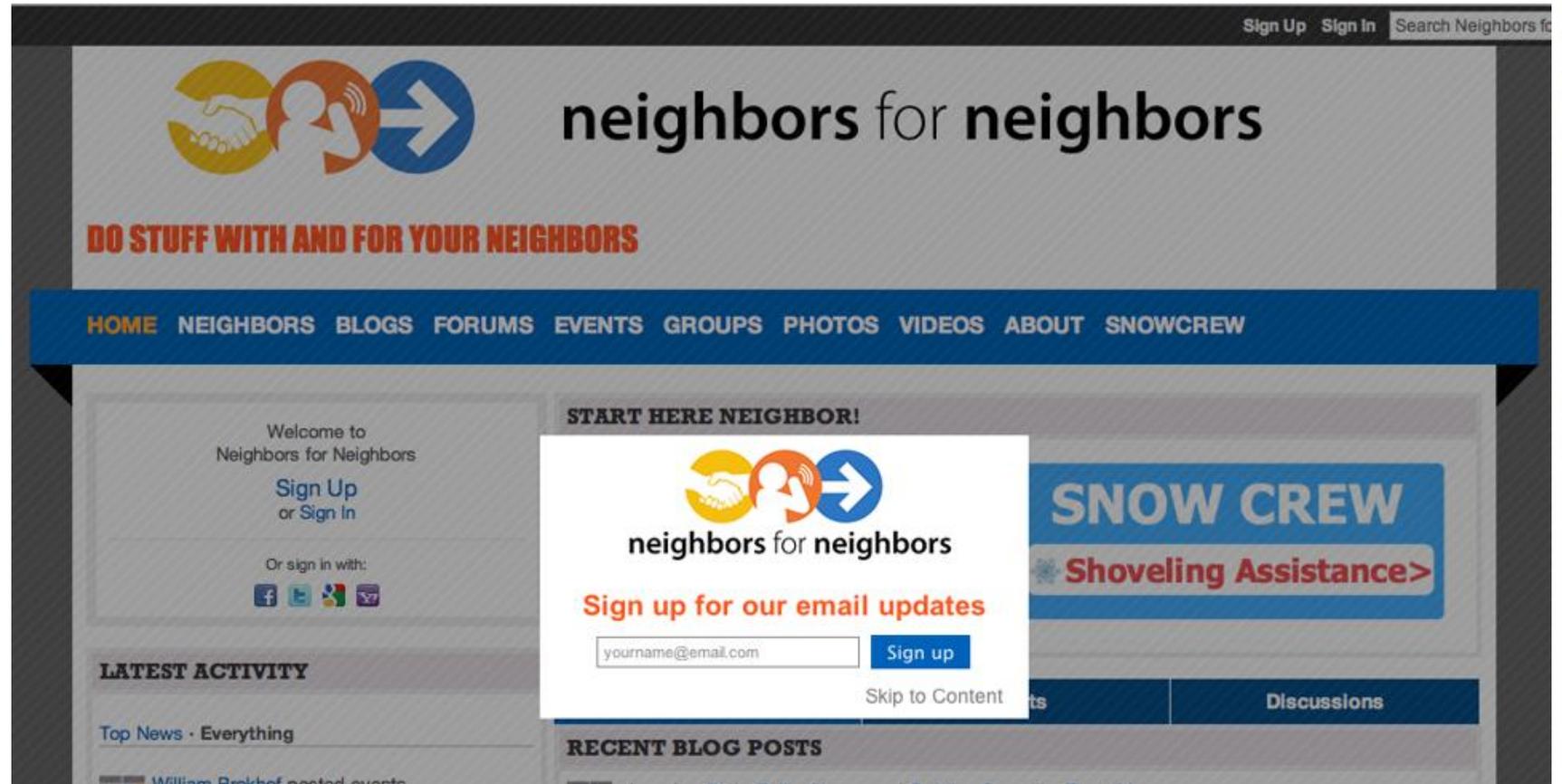
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Convert Web Visitors into Subscribers

IMPACT: Add an overlay!

Government organizations see between **250% - 500% subscriber growth** after implementing overlays.

Overlays should be a simple, unobtrusive window that appears when someone arrives at your website.



~15,000 + new subscribers/month

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Increase Subscription Visibility

IMPACT: Direct sign-up boxes!

Place a direct sign-up box on your homepage above the fold, and on the upper right or left of your page.

Email subscription boxes drive an average **30% more** subscribers when positioned correctly.

Leverage every high traffic page.

The screenshot shows the National Guard website homepage. At the top, the National Guard logo and tagline "Always Ready Always There" are visible. Below the logo is a navigation menu with links for Home, News, About the Guard, Leadership, Joint Staff, For the Media, and Resources. The main content area features a large banner for "TODAY IN GUARD HISTORY" with a "CLICK HERE" button, and a "MINUTEMAN REPORT" section. Below the banner, there are sections for "GUARD NEWS" and "FEATURED TOPICS". The "GUARD NEWS" section includes a lead story titled "Government: Donating money is best to help people affected by Typhoon Haiyan" with a photo of two soldiers. The "FEATURED TOPICS" section includes "Sexual Assault Prevention and Response" and "On Every Front". A red circle highlights a "Subscribe for Email Updates" box in the bottom right corner, which contains an "Enter email address" input field and a "Go" button. Below the subscription box are social media icons for Facebook, Twitter, YouTube, Pinterest, and Google+, along with a "Follow the National Guard on:" label.

Capture Subscribers at Critical Times

The screenshot shows the USA.gov website interface. At the top left is the USA.gov logo with the tagline "Government Made Easy". To the right is a search bar with the text "Search the Government ..." and a "SEARCH" button. Further right are social media icons for Facebook, Twitter, YouTube, and Blog, along with the phone number "1-800-FED-INFO (333-4636)". Below this is a navigation menu with links for "Get Services", "Blog", "Explore Topics", "Find Government Agencies", and "Contact Government". The main content area has a breadcrumb trail: "Home > Severe Weather Information > Hurricanes > Hurricane Sandy Recovery". A "Download Adobe Reader" link is visible on the right. The main heading is "Hurricane Sandy Recovery". Below this is a section titled "E-mail Updates on This Topic" which contains a form with the text "Enter your e-mail address to get updates about hurricanes." and "E-mail address:" followed by a text input field and a red "SUBMIT" button. A red arrow points from the "SUBMIT" button to a callout box at the bottom. To the right of the form are social sharing options: "Share", "Tweet", "E-mail This Page", and "Este tema en español". Below these is an "On This Page" section with a list of links: "Get Help", "Health and Safety", "Find Family and Friends", "Donate and Volunteer", "What Government is Doing", and "Hurricane Sandy Widget". At the bottom left of the page is a "Featured Services" section with links for "Address Change" and "Replace Vital Documents". At the bottom right is a "Get Help" section with a green dollar sign icon and a link for "Register for Assistance" with a brief description.

TIP: Capture Subscribers during critical times!

In the November 2012 recovery from Hurricane Sandy, USA.gov invited the public to sign up for key updates about the hurricane and recovery resources.

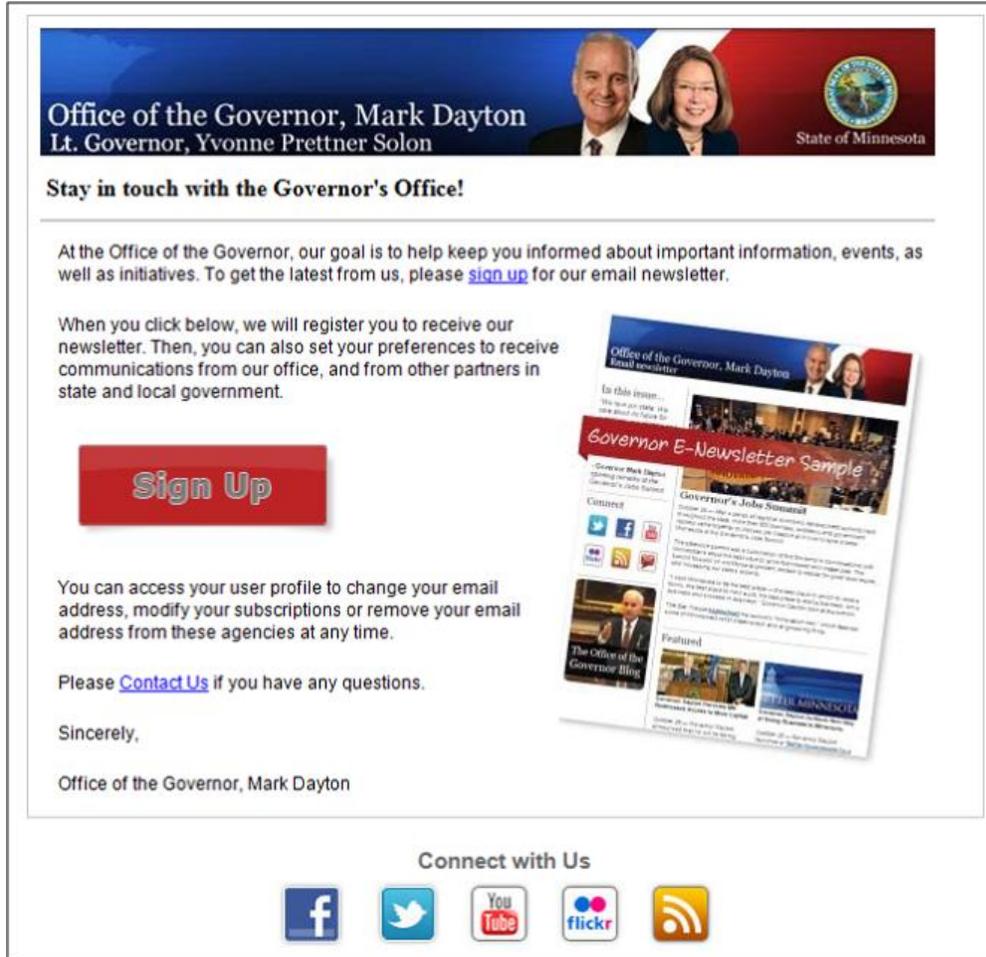
Ask citizens to sign up!

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Uncovering Existing Subscribers

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Mine and Transition Subscribers



Office of the Governor, Mark Dayton
Lt. Governor, Yvonne Prettner Solon

State of Minnesota

Stay in touch with the Governor's Office!

At the Office of the Governor, our goal is to help keep you informed about important information, events, as well as initiatives. To get the latest from us, please [sign up](#) for our email newsletter.

When you click below, we will register you to receive our newsletter. Then, you can also set your preferences to receive communications from our office, and from other partners in state and local government.

Sign Up

You can access your user profile to change your email address, modify your subscriptions or remove your email address from these agencies at any time.

Please [Contact Us](#) if you have any questions.

Sincerely,
Office of the Governor, Mark Dayton

Connect with Us

The screenshot shows a sign-up page for the Office of the Governor, Mark Dayton. It features a header with the office's name and the state seal. Below the header is a section titled "Stay in touch with the Governor's Office!" which explains the goal of the newsletter and provides a "Sign Up" button. A sample of the "Governor E-Newsletter" is shown, featuring various articles and images. At the bottom, there are social media icons for Facebook, Twitter, YouTube, Flickr, and RSS.

IMPACT: *Send an email invite to existing subscriber groups.*

Don't abandon or forget those who have engaged with your organization. Convert them!

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Integrating with Social Media

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Drive Sign-ups Social Channels



USA.gov @USAgov

13 Jan

Sign up for our e-mails to get **updates** on topics such as government benefits, money and taxes, and consumer issues: bit.ly/VCluOq

Expand



GSA ITS @GSA_ITS

13 Jun

[#GSA](#) uses GovDelivery to send timely alerts to your email - sign up for any of the 100+ topics on our homepage go.usa.gov/b9Nm

Expand



CMSGov @CMSGov

8 May

Subscribe to CMS [#ICD10](#) Email Update Message to get **updates** on events, resources, and ICD-10 tips. Register now: bit.ly/10CLGBc

Followed by U.S. EPA and 2 others

Expand

IMPACT: *Tweet before you send to inject a sense of urgency.*

Transform Fans Into Subscribers

IMPACT: *Add a Facebook Sign-up Tab*

When users click on it, they can sign up for your content without leaving Facebook.



For a step-by-step guide to do this visit
<http://bit.ly/GDFBapp>.

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COPE: Create Once, Publish Everywhere

The collage illustrates the COPE (Create Once, Publish Everywhere) workflow. It features several overlapping screenshots:

- Website Screenshot:** Shows the StopBullying.gov homepage with a navigation menu and a featured article titled "Research Brief: Childhood Bullying and Psychiatric Disorders". The article includes a photo of a young boy and text about a study by Duke University professors. Links for "Visit the StopBullying.gov Blog" and "Visit MentalHealth.gov" are provided.
- Email Screenshot:** Shows the same article content as it would appear in an email, with a "Having trouble viewing this email? View it as a Web page." link at the top.
- Twitter Screenshot:** Shows a tweet from StopBullying.Gov (@StopBullyingGov) dated June 4, 2013. The tweet text reads: "To learn about the link between #bullying and #mentalhealth, check out our newest blog post: 1.usa.gov/17U9lQv #MentalHealthMatters". It shows 23 retweets and 7 favorites.
- Comment Screenshot:** Shows a comment from Denise Young: "SO TRUE! Still hurts!" with a "Like" and "Reply" option.

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Webinars for AmeriCorps VISTAs

Using Mobile to Reach Those on the Go

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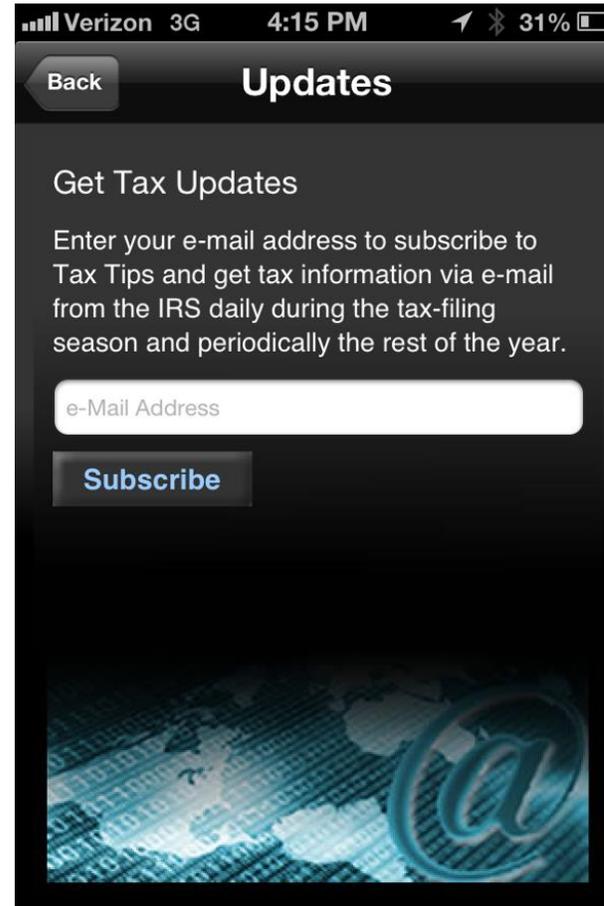
Mobile Apps

FACT: *Over 1.2 billion people access the web from their mobile devices*

(source = [Trinity Digital Marketing](#)).

Extend your reach and drive more engagement.

The promotion of email/wireless text messaging sign-up through apps is an effective way to **build your digital audience.**



Text to Subscribe

Subscribe to Minneapolis Golf Emails

Click the links below or text to subscribe to Minneapolis Golf Emails.

Columbia Golf Club

[Click to Subscribe](#) OR Text COLUMBIA and your email address to **878787**

Ft. Snelling Golf Club

[Click to Subscribe](#) OR Text FTSNELLING and your email address to **878787**

Gross National Golf Club

[Click to Subscribe](#) OR Text GROSSNAT and your email address to **878787**

Hiawatha Golf Club

[Click to Subscribe](#) OR Text HIAWATHA and your email address to **878787**

Meadowbrook Golf Club

[Click to Subscribe](#) OR Text MEADOWBROOK and your email address to **878787**

Wirth Golf Club

[Click to Subscribe](#) OR Text WIRTH and your email address to **878787**

Wirth Par 3

[Click to Subscribe](#) OR Text WIRTHPAR3 and your email address to **878787**

IMPACT: *Subscribers can text their email address to sign up.*

This will allow subscribers to sign up from anywhere (golf courses, parks, bus tops, etc.).



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2 Way Texting for Mobile Numbers

SMS Text Messaging for Public Health Communication



Explore our topics:

- + [NEW! King County residents can sign up for updates about in-person health insurance enrollment help. Text KING + your ZIP code to 468311 to get assistance near you. \(Example: KING 98122\)](#)
- + [Why text for Public Health?](#)
- + [How do we get people to opt-in?](#)
- + [Logistics, costs and vendors](#)
- + [What are the legal implications?](#)
- + [Pilot projects](#)
- + [About us](#)
- + [Resources and references](#)

IMPACT: *Subscribers can text to receive dynamic information.*

Reach new demographics, such as rural or low-income groups.

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Webinars for AmeriCorps VISTAs

Messages That Drive Action

Tips and Tricks to Getting more action from
your messages

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Messages That Drive Action

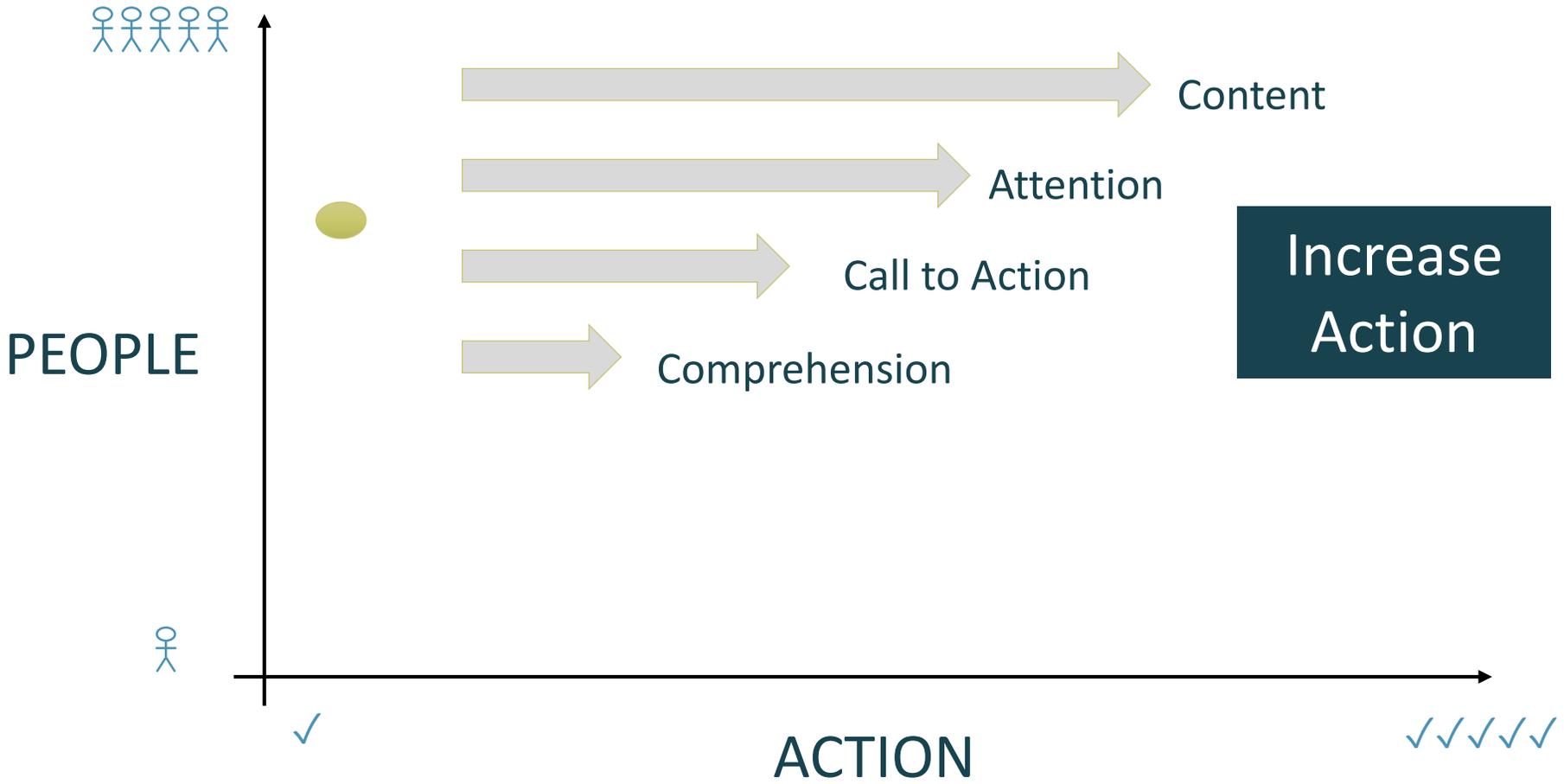
**Like us on
Facebook,
and we will
vaccinate
zero children
against polio.**



We have nothing against likes, but vaccine costs money. Please buy polio vaccine at unicef.se. It will only cost you 4 €, but will save the lives of 12 children.

unicef 

Messages that Drive Action



By 9:30am...



Messages That Drive Action



Messages That Drive Action



Community members:

Welcome to our new newsletter! We bring the weekly interactions and happenings of the National Preparedness Community directly to you. We'll be featuring member profiles, event success stories, survival accounts and member contributed preparedness tips. With that said, you are invited to contribute to the newsletter!

Want to see your story featured? [Fill out our Featured Member Profile Form here.](#)

Have something else you'd like to share? [Contribute to the newsletter here.](#)



KIDS AND WINTER WEATHER

Many have recently experienced harsh winter weather as freezing temperatures and heavy storms have moved across the country. During these times, children can be especially at risk without the proper preparation or awareness. Want tips to print out and share? [Access tips for severe cold weather here.](#)

Engage with other youth preparedness advocates and learn how to prepare kids for disasters and emergency situations by joining the "Educators, Parents, and Advocates Community of Practice." Preparedness is a year-long goal and harsh weather isn't the only thing that affects children. Joining will allow you to take part in discussions ranging from available resources for youth education to materials for your local Boy Scout troop. Be sure to also share your own experience and successes preparing children for emergency situations. [Join the Community of Practice here.](#)

COMMUNITY MEMBER SPOTLIGHT



Introducing Tim Howard.

[View as web page](#)

The National Preparedness Community

January 17, 2014

New Year, New Newsletter

Welcome to our new newsletter! We bring the weekly interactions and happenings of the National Preparedness Community directly to you. We'll be featuring member profiles, event success stories, survival accounts and member contributed preparedness tips. With that said, you are invited to contribute to the newsletter!

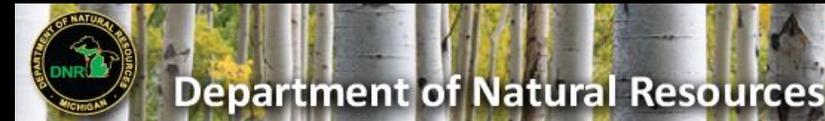
Want to see your story featured here? [Featured Member Profile Form →](#)

Have something else you'd like to share? [Contribute to the Newsletter →](#)

Kids and Winter Weather



One of the largest public sector design tests

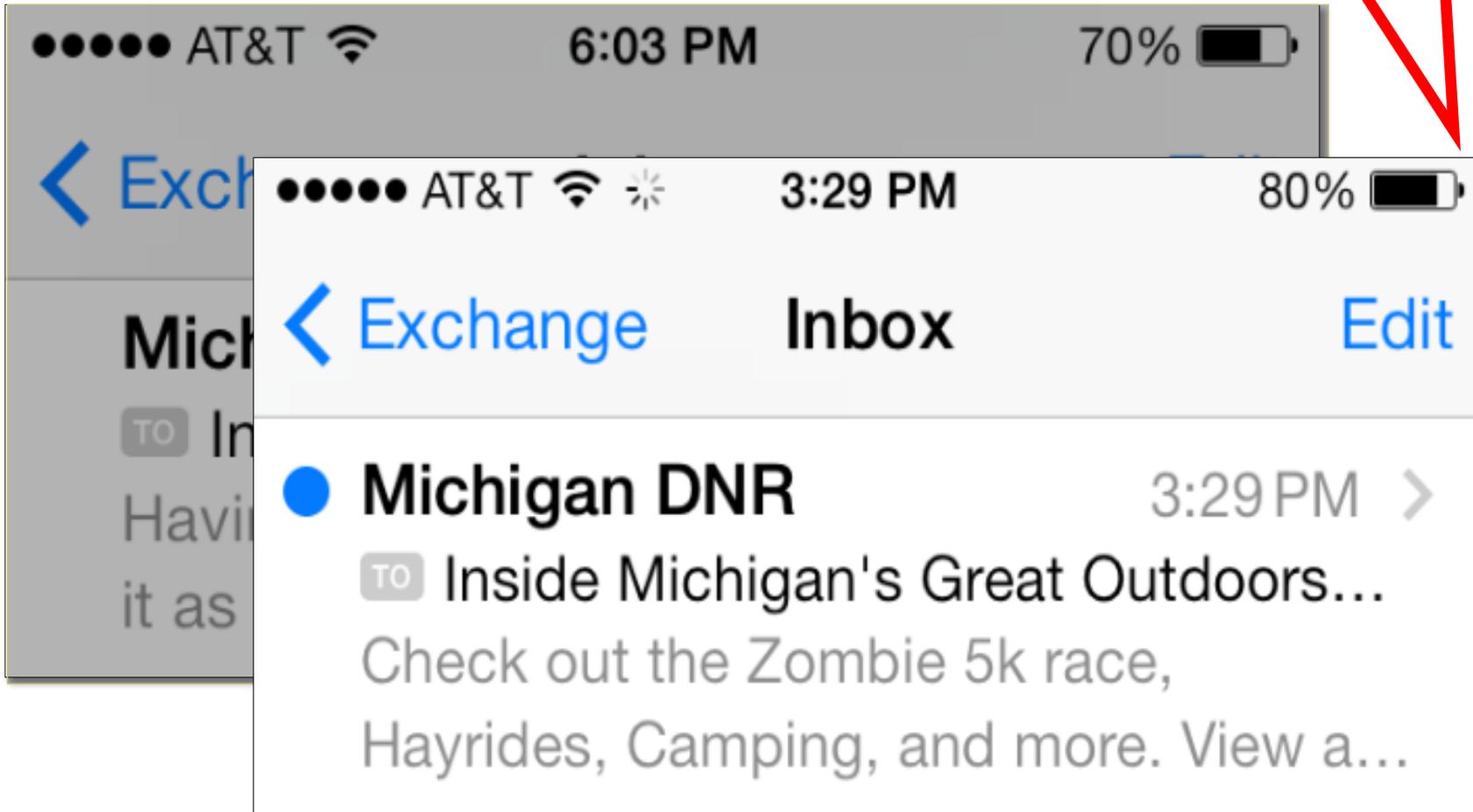


Diabetes Public Health Resource

Seasonal Influenza (Flu)

Attention

+20%



Attention

Having trouble viewing this email? [View it as a Web page.](#) [SHARE](#)



 **Inside**
Michigan's Great Outdoors

October 2013

"Fall" in love
recreation are



As the nights get cooler, Michigan begins to change colors and the premier fall harvest at state parks and recreation areas across the state. There are various activities for all ages to enjoy at the many harvest festivals, including cider making, hay rides, scavenger hunts, campsite decorating, various games, prizes, and more! Make campground reservations as soon as possible, as harvest festivals are a popular destination for many families and the campgrounds fill up fast.

[Reservations](#)
[Passport Perks](#)
[Michigan Historical Museums](#)
[Find a Park or Trail](#)

[View as Web Page](#)

Inside Michigan's Great Outdoors 

October 2013 Issue

Harvests, Haunts, and Hunts



Check out harvest festivals near you, hunting seasons updates and more, there are so many great reasons to get outdoors.

[View Calendar of Events](#)
[View 2013 Hunting Season Calendar](#)

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[View Calendar of Events](#)
[View 2013 Hunting Season Calendar](#)



[View Calendar of Events](#)

[e Park](#)
te park
riendly
delightful



What We Learned

1. Trusted from address
2. Catchy pre-header
3. Best content at the top

Call to Action



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Call to Action

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 **Inside**
Michigan's Great Outdoors

October 2013

"Fall" in love with MI state parks and recreation areas!



- ["Fall" in love with MI state parks and recreation areas!](#)
- [Have a Howlin' Good Time this October](#)
- [Happy Hunting Season!](#)
- [TREK, Taste and TOUR](#)
- [Know before you go!](#)

Quick Links

- [ORV Trails](#)
- [Boating](#)
- [Go Get Outdoors Events](#)
- [Recreation Passport](#)
- [Campground & Harbor Reservations](#)
- [Passport Perks](#)
- [Michigan Historical Museums](#)
- [Find a Park or Trail](#)

As the nights get cooler and leaves begin to change, celebrate the plentiful fall harvest at state parks and recreation areas across the state. There are various activities for all ages to enjoy at the many harvest festivals, including cider making, hay rides, scavenger hunts, campsite decorating, various games, prizes, and more! Make campground reservations as soon as possible, as harvest festivals are a popular destination for many families and the campgrounds fill up fast.

[View as Web Page](#)

Inside Michigan's Great Outdoors 

October 2013 Issue

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Check out harvest festivals near you, hunting seasons updates and more, there are so many great reasons to get outdoors.

[View Calendar of Events](#)

[View 2013 Hunting Season Calendar](#)

October Harvest Festivals



Festival activities usually include cider making, hay rides, scavenger hunts, campsite decorating, and many more!

October 11-13

- [Otsego Lake Park](#)
- [Hoffmaster State Park](#)

October 18-20

- [Keith J. Traverse City Charters State Park](#)
- [Port Crescent State Park](#)

Have a Howlin' Good Time!



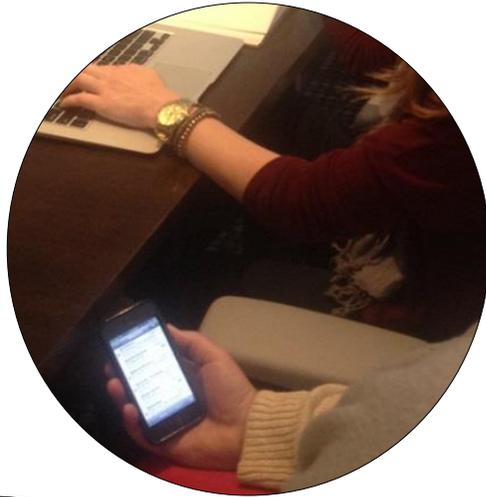
Throughout October, Michigan state park and recreation areas host family-friendly events to celebrate this frightfully delightful time of year!

[View Calendar of Events](#)

Call to Action

1. Call out what's clickable
2. More space
3. Link outside text

Comprehension



Comprehension

CDC

Comprehension

SHARE Having trouble viewing this email? [View it as a Web page.](#)

 National Center for Chronic Disease Prevention and Health Promotion
Division of Diabetes Translation www.cdc.gov/diabetes

September 23, 2013

What is Gestational Diabetes?

If you're thinking about becoming pregnant, you should know about gestational diabetes.

Gestational diabetes is a type of diabetes that develops or is first recognized during pregnancy.

Here are some things to think about:

- How do you know if you're at risk?
- How will this affect your baby?
- What should you do before you become pregnant?
- What can you do during pregnancy if you have gestational diabetes?
- If you get gestational diabetes, what do you need to do after your pregnancy?

The risk of gestational diabetes can be lowered. You can work with your doctor to maintain a healthy weight before pregnancy, keep your blood sugar in control during pregnancy, and obtain counseling on weight and diabetes management after pregnancy.

Learn how to plan for a healthy pregnancy for the well-being of you and your baby.

For more information:

- [Gestational Diabetes: What is gestational diabetes?](#)
- [Gestational Diabetes: \(Spanish\) ¿Qué es la diabetes gestacional?](#)
- [Diabetes and Pregnancy: Gestational Diabetes](#)
- [Women at High Risk for Diabetes: Physical Activity, Healthy Eating, and Weight Loss](#)
- [Did You Have Gestational Diabetes When You Were Pregnant?](#) What you need to know.
- [CDC: Division of Diabetes Translation – Diabetes and Pregnancy](#)

September 25, 2013 www.cdc.gov/diabetes

What is Gestational Diabetes?

Gestational diabetes is a type of diabetes that develops or is first recognized during pregnancy.

[View details](#)

[¿Qué es la diabetes gestacional? \(Spanish\)](#)



How do I lower my risk?



Lower your risk for gestational diabetes:

1. Work with your doctor to maintain a healthy weight before pregnancy.
2. Keep your blood sugar in control during pregnancy.
3. Seek counseling on weight, physical activity, and healthy eating after pregnancy.

Comprehension

SHARE Having trouble viewing this email? [View it as a Web page.](#)

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September 25, 2013 www.cdc.gov/diabetes

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[View details](#)

[¿Qué es la diabetes gestacional? \(Spanish\)](#)

How do I lower my risk?



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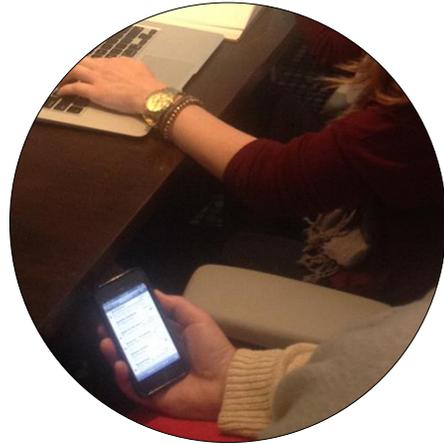
2-3x

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In Conclusion

1. Be concise
2. Large font
3. White space

People Are Mobile



Quick Content

The image shows a mobile banking app interface. At the top, there is a red navigation bar with the CNN logo and a search bar. Below this is the 'usbank.' logo. The main content area is divided into two columns. The left column contains a 'Personal' menu with options like 'Your Accounts >>', 'Funds Transfer', 'Make a Payment', 'Make a Deposit (New)', 'Cash Advance', 'Download Transaction Data', 'Online Statements', 'Alerts >>', 'Bill Pay (Free)', and 'Mobile Banking'. The right column shows account information for 'Grant Thom' with a balance of '\$525,'. Below the account information is a weather widget for 'Duluth' showing 'Mostly Sunny' and '3°'. A table of weather forecasts follows, showing temperatures for Tuesday through Sunday. At the bottom right, there are several service links: 'Order Annual Account Summary', 'Know your credit score? - New Check it free.' (highlighted with a red box), 'Make a Payment to this account', and 'Request a Convenience Check or Balance Transfer'. A news ticker at the bottom left shows headlines like 'Ukraine crisis won't stem oil flow' and 'Avalanche buries boy, elderly couple'.

usbank.

Online Banking

★ Personal Grant Thom

YOUR PROFILE

\$525,

» Account In

» View Onli

CURRE

MINIMUM P

Duluth
Mostly Sunny
3°

Tuesday Today 18 0

Now	10AM	11AM	12PM	1PM	2PM
☀️ 3	☁️ 9	☁️ 12	☁️ 14	☁️ 18	☁️ 18
Wednesday	☁️			16	7
Thursday	❄️			30	21
Friday	❄️			28	3
Saturday	☁️			25	1
Sunday	☁️			39	27

Order Annual Account Summary

693 Know your credit score? - New Check it free.

Make a Payment to this account

Request a Convenience Check or Balance Transfer

im PT

he latest news around the US and the

Schedules

99: CNN TV · HLN TV

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Webinars for AmeriCorps VISTAs

What do you notice?

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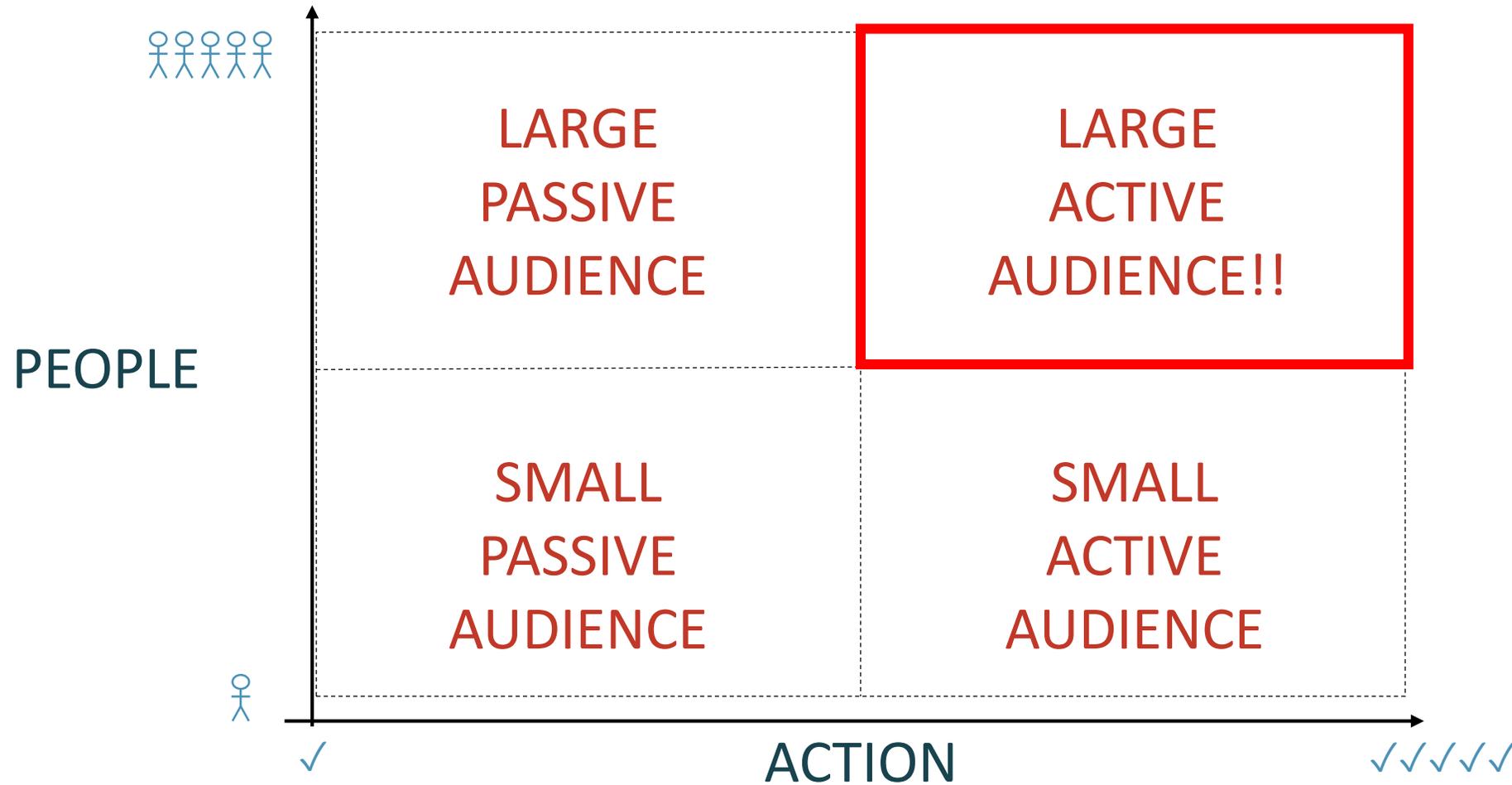
Webinars for AmeriCorps VISTAs

Analyzing results

How measuring results drives future communications

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Analyzing Results



Analyzing Results

My goal:

Help seniors and those with access and functional needs get help shoveling from their neighbors during snowstorms!



<http://www.snowcrew.org>

Define the End Result You Want!



When shoveled out, people lives are not disrupted and they can:

- Get to work
- Get to doctor appointments
- Get to the pharmacy
- Get Social Security / disability checks

And new connections and bonds are formed between neighbors!

Determine What to Measure

- The size of your email list?
- The number of people who open emails?
- The number of people who click on links?
- The number of people who sign up to help shovel out neighbors in need?
- The number of people who sign up and request help?
- The number of people who shovel out neighbors in need?

Measure Progress

Email Metrics

- The growth of your email list
- The growth in the total number of people who open your emails
- The growth in the number of people who click on links in your emails

Program Metrics

- The growth in the number of people who sign up and request help shoveling
- The growth in the number of people who sign up to help shovel out neighbors in need

Use Analytics to Guide You

To Get More Opens:

- Experiment and analyze what subject lines and which days and times result in highest opens!

To Get More Clicks:

- Experiment and analyze which words use in and where to place CTA button results in highest clicks.

Tell Stories, Give Credit, Say Thanks!



AmeriCorps VISTA's Approach



AmeriCorps VISTA
@VISTAbuzz

AmeriCorps VISTA Creating Oasis in Baltimore "Food Desert" [serve.gov/?q=servegov-bl...](#) #AmeriCorps20

Reply Retweet Favorite More

1:23 PM - 10 Mar 2014



AmeriCorps VISTA - Volunteers In Service To America
shared AmeriCorps's photo.
March 6



Healthy Futures = Fit Body + Fit Mind



Like · Comment · Share

Buffalo AmeriCorps, United Way of Weld County, Christina Marie Abood and 23 others like this.



Nichole Huffnagle Fit Factory!!!...It works!

March 6 at 5:48pm

Having trouble viewing this email? [View it as a Web page.](#)

National Service News



Dear Colleagues and Communicators,

We know that service and social innovation lead to opportunities -- and this theme emerged in an especially big way this week. Our latest highlights demonstrate the kind of ingenuity that the national service community continues to foster. Take a look at what our community did in the last five days:

- [Monday: Expanding Promise, Opportunity, and Impact](#)
- [Tuesday: Sharing AmeriCorps on the "Day of the A"](#)
- [Wednesday: Thanking Colorado's National Service Participants](#)
- [Thursday: Creating Opportunity Through Service and Innovation](#)
- [Friday: Introducing the Tulane AmeriCorps Fellows Program](#)

That just about wraps up February... now to March! On the heels of the fourth anniversary of First Lady Michelle Obama's *Let's Move!* initiative, we'll continue to celebrate the 20th anniversary of AmeriCorps with Healthy Futures Month. To get involved, [check out our toolkit](#) for ideas, key messages, and more.

Thanks and have a great weekend,

The External Affairs Team

Tuesday: Sharing AmeriCorps on the "Day of the A"

The "Day of the A" was a way to highlight the key role that service plays in education as part of the 20th anniversary of AmeriCorps. Throughout the country, AmeriCorps members and program staff shared creative photos displaying the AmeriCorps "A" in their classrooms, offices, and service sites.



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5 Tips for Digital Media

- 1. More posts = more success.**
Your focus should be on quality. Post creative and relevant content.
- 2. Don't get personal.**
Don't be afraid to show that your organization (and the people who make it run) has personality.
- 3. Who needs a strategy?**
To be effective on digital media, you must have a systemized approach.
- 4. Results happen in real-time.**
Meaningful engagement with followers takes time to build.
- 5. Content creation and social media are separate.**
Content is fire. Digital media is gasoline. These two should work hand-in-hand.



How to Ask Questions

Webinars for AmeriCorps VISTAs

- To ask a question electronically, use the Q&A feature located in the bottom right corner
- To ask a question verbally, call in using the number on this slide and press *1.



Evaluation

Webinars for AmeriCorps VISTAs

Please take a few moments to share your feedback. How can we improve these sessions? What topics should we include in future webinars?

Thank you very much for your time and participation!

Thank You for Your Participation!

Webinars for AmeriCorps VISTAs

If you have further questions or for more information,
contact us: VISTAwebinars@cns.gov

Life After AmeriCorps: The Importance of Strategic Networking

Thursday, April 10th, 2014

2:00 – 3:30 pm ET

Visit the Ongoing Learning page on the VISTA Campus for a
complete schedule of VISTA webinars

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