Disability Resource Center
How to Get Your ILC Noticed

With
Disability Resource Center, Salem

September 2019
Who We Are

Tina Moroney
  Social Media Manager
  Disability Resource Specialist

Deborah Barber
  Community Liaison

Patricia Cox
  Special Projects Manager
Topics Covered

- Online Presence
- Outreach
- Press
- Questions
Online Presence

Getting your ILC noticed online
Why Social Media?

https://www.youtube.com/watch?v=9m45nVsvvEY
Google Listing

It is important to manage your listing on Google/Google Maps for accuracy & contact information

• Make an account on https://www.google.com/business/
• Add photos of the exterior and interior of the building, of events, potentially of staff.
• Respond to any and all reviews on google through this platform- even the bad ones!
• Make sure the hours, address, and contact information is correct. Update your listing to reflect holiday hours.
• There is an app to help manage it- Google My Business.
Create your own email marketing contact lists, design your own emails.

Mailchimp beginner tutorial:


For today:

https://www.youtube.com/watch?v=hUXxVbjrKs8

• Easiest ways to import your email contacts is by copy & pasting, or uploading an excel file.
• A great way to keep people informed of your organization’s events and new business is by creating a monthly newsletter.
• You can gather email contacts of representatives online on government sites.
  • https://malegislature.gov/Legislators/Members/Senate
  • https://malegislature.gov/Legislators/Members/House
• 15% discount for nonprofits at https://mailchimp.com/help/about-mailchimp-discounts/
Online software that allows you to schedule-out your social media posts across multiple platforms

- Can be used with Instagram, Facebook, Linkedin, Twitter, and more
- Easier to use than other scheduling software like Hootsuite. Doesn’t over-complicate it!
- The more posts you want to schedule, the more money it costs.
- You can get a discount for non-profits at https://buffer.com/nonprofits
- You are able to schedule specific times and days of the week that you want to share posts, and those specifications can differ from different social media platforms.
When you finish publishing your event on Eventbrite, you can have Eventbrite publish it for you on Facebook!

- You can print a guest list for the day of the event to check them off
- Phone app also allows you to check people in and track ticket sales

If your event has free tickets or donation-based, Eventbrite will not charge you for anything. If you ask for a fee per ticket, they take a small amount per sale, which you can pass on to the customer.

Schedule, share, and sell tickets for events!
Collect email subscribers by asking people to text a key phrase to a number!

Will integrate seamlessly with MailChimp after setup

- You will choose a key phrase that users will include in the body of the text (we use “DISABILITYSALEM”)
- Textiful will tell you what 6 digit number users will text the phrase to. (ours is 444999)
- Free up to a certain point of sign-ups monthly – about 50 sign-ups monthly allowed for free, and you can purchase extra ‘credits’ if necessary, or upgrade.
Flyers

The Independent Living Center of the North Shore and Cape Ann, Inc. invites you to attend:

AN AFTERNOON AT
Salem Willows ARCADE

SALEM WILLOWS PARK

When: Friday, July 28, 2017
Time: 1:00 - 3:00 PM
Location: Salem Willows Park
167 Fort Ave
Salem, MA 01970

Meet at Salem Willows Park ‘ARCADE’ sign (as shown above) at 1 PM. Tokens for arcade, a beverage and a slice of pizza will be served. All are welcome to attend this event. If you would like to attend this event please RSVP to Maria DiPietro Taymore by phone at 978-741-0077 x120, or e-mail MDiPietroTaymore@ilcnsca.org with “Salem Willows” in subject line by Friday, June 23, 2017.

Suggested donation $6.00 for persons with a disability. $10 for persons without a disability.

Come join us to have some Summer fun!

Please request communications accommodations at least two weeks in advance. ILCNSCA is scent-free to accommodate persons with chemical sensitivities. Please refrain from wearing scents such as perfumes or scented clothing. At public events photographs and/or video may be taken for ILCNSCA publication. We will respect all requests to not be photographed, please inform us at time of RSVP or arrival.

Dansing Disability Resource Center

Presents: An Afternoon At

SALEM WILLOWS

Tokens for the arcade, a beverage and a slice of pizza are included

July, 17, 2019
Noon - 2:00 PM

RSVP to Deborah Barber at 978-741-0077 Ext. 110 by July 12, 2019

165 Fort Ave
Salem, MA
www.disabilityrc.org
Housing Options Workshop

Wednesday, August 7th 2019
2-4 PM
27 Congress St., Suite 107 Salem, MA 01970

This educational workshop will guide you through the different housing options and applications available to you.

R.S.V.P.
978-741-0077, or email info@DisabilityRC.org

For communication accommodations, please make your request by July 4th, 2019.

We ask that you please refrain from wearing scents as this is a scent-free event.

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Where Do You Reach Out?
Council on Aging
Human Service Providers
Laundromats
HAWC
Churches
Homeless Shelters
Nursing Homes
Food Pantry
Career Centers
Mass Commission for the Blind

Chamber of Commerce
Health Centers
Disability Commission Local Offices
Nursing Homes
Social Clubs (Kiwanis, Lion)
Job Fairs
Police Stations
Community Events + Groups

Connect with local agencies and orgs to network & share resources

Community Events

• Gloucester Health & Wellness Fair
• Senior Day in the Park
• LGBT Elders Conference
• Occupational Therapy Conference
• Legislative Breakfast
• Essex Council on Aging Health & Wellness Fair
• Annual BBQ

Groups

• Beverly Resource Group (BRG)
• Salem Human Organization Partnership Effort (HOPE) Meeting
• Domestic Violence Roundtable Meeting
• Cape Ann Resource Exchange (CARE)
• Salem Sub-Committee Meeting for Housing
• Over The Rainbow Coalition
• ADRC
Press

Getting your ILC noticed in the press
Where to collect press contacts

• Local Patch Newspapers:
  https://patch.com/massachusetts

• Daily Newspapers in Massachusetts:

• Top 10 Newspapers in Massachusetts by Circulation:

• Community Weekly Newspapers:

• Wicked Local:
  https://www.wickedlocal.com/
A well-written press release is a cost-effective way to market your organization.

- Grab attention with a good headline.
- Get to the point in the first paragraph.
- Promote something significant and specific.
- Share timely and relevant news.
- Include hard numbers; don’t be artsy; quantify your argument/position/point.
- Proofread, proofread. Check grammar.
- Include your contact information.
- One page is best – two pages maximum.
- Provide access to additional information. Provide relevant Web site links.
Any Questions?
THANK YOU!

www.DisabilityRC.org

- Tina Moroney
- Deborah Barber
- Patricia Cox

Phone:
978-741-0077

Email:
info@disabilityrc.org