



COMMUNICATION COMMITTEE

Cheryl Mojta, Acting Chair

Tuesday, February 26, 2019

1:00 p.m. - 3:00 p.m.

Conference Call

Minutes

In Attendance:

Jason Butkowski
Roslyn Dashiell
Seetha Holmes
Cheryl Mojta
Lynn Patmalnee

Department of Children and Families
PEI Kids
Office of the Public Defender
NJ Child Assault Prevention
Embrella

By Telephone:

Patty Mojta
Lesley Dixon
Matthew Schwartz
Cristi Bruce

Prevent Child Abuse NJ
Montclair State University
Youth Advocate
Teacher

DCF Staff

Daniel Yale

Department of Children and Families

Welcome and Introductions

A brief welcome was provided by Cheryl Mojta and each attendee briefly introduced themselves. Cheryl briefly reviewed the agenda with the Committee.

Review September 11, 2018 and December 18, 2018 Conference Call Minutes

The minutes from the September 11, 2018 and December 18, 2018 conference call were approved without edit.

Communication Business

Communication Committee update

Cheryl spoke about the recent history and listed the accomplishments of the Communication Committee marketing and increasing awareness of the Children's Trust Fund (CTF). In 2016, the Committee submitted a proposal to the New Jersey Task Force on Child Abuse and Neglect (NJTF CAN) that created a 3-phase marketing plan for the Children's Trust Fund (CTF). Since the



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inception of the plan, the following has been accomplished: creation of a CTF logo, creation of the CTF website, linking the CTF website to the DCF website, and addition of credit card access for donations on the CTF webpage. Cheryl explained that the Committee had also developed and sent letters and panel cards to tax preparers to help educate their clients about the CTF.

Collaboration with the Prevention Committee Communication Workgroup

Cheryl asked the chair of the Prevention Committee Communication Workgroup, Patty Mojta, to give the Committee an update on the work that is being done by their workgroup. Patty informed the Committee that last year, the Prevention Committee developed the Statewide Prevention Plan for 2019-2021. The Prevention Plan has 4 strategic priorities, one of which is Communication. Patty informed the Committee that the goal of the Communication Workgroup is to focus on the goals and objectives that were laid out in the Prevention Plan. Patty read the goal of the Communication Workgroup to the Committee. The goal is as follows: “Increase awareness of prevention messages and connect families with prevention supports and services”. Patty stated that the workgroup interprets this goal as meaning that they need to put out messaging that helps more families get connected to the services that they need. The workgroup is looking at a campaign that developed by the Children’s Bureau of the Administration for Children and Families called the “WE CAN” campaign. “WE CAN” stands for “Work to End Child Abuse and Neglect”. This campaign includes hundreds of images that are already formatted for social media including Twitter and Facebook. The images represent diversity among families and include messages that are preventative in nature and family support. In many of the images they are links embedded that lead to national resources for specific types of services.

Social Media Marketing Plan

Jason stated that because of the engagement issues that were evident with the Committee’s email outreach, it may be beneficial to take the message directly to NJ residents. Jason felt that the best method to use regarding social media is to point people directly to the credit card donation site. This will also allow us to be able to look at the metrics and evaluate the effectiveness of the campaign. Jason stated that he was looking to utilize the same model that DCF used for their Safe Haven Campaign. For Safe Haven, DCF developed a social media campaign that reached approximately 250,000 residents between the ages of 18-30 with 1.15 million impressions. DCF also produced a Safe Haven audio and video public service announcement which reached another 600,000 impressions with an 85% completion rate. Jason informed the Committee that they should discuss and determine how they want to scale their campaign.

Roslyn stated that the Committee would need to discuss how to determine the target for the campaign. Jason stated that Facebook only tracks certain demographics, so there are limits on how the target audience can be chosen. The Committee discussed certain demographics that they would consider targeting but also requested that the list of Facebook demographics be supplied at the next meeting.

Patty asked Jason which platforms he would recommend using based on age groups. Jason stated that DCF primarily used Facebook, although because Instagram and Facebook are more integrated,



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you can run an Instagram campaign through Facebook and run them at the same time. Instagram would be a better option if using visual ads.

Cheryl spoke about images that she would like to use for social media messaging including using images from the WE CAN campaign. Jason stated that the Committee can work with Patty and her group to determine what WE CAN images we can incorporate into our media campaign. Jason stated that there are also limits on social media regarding images and text.

Jason felt that the first thing the Committee would need to do is to determine what the proposed budget will be for the campaign. Jason informed the Committee that the campaign will be more effective if you go through a marketing firm rather than trying to handle it own our own. Jason stated that the firms have purchasing power and have double the number of ads that you purchase for the same price. If you don't hire a consultant, you won't be able to purchase as many ads. Jason stated that if we choose a budget based on the Safe Haven campaign, we will have an idea of the expected return. Jason stated that the consultant would only be managing the campaign and that the visuals and messaging would be produced by the Committee.

Seetha asked about the minimum amount of funding that they should request from the NJTF CAN. Jason stated that it will be up to the Committee to determine what they want to do. Jason stated that he would like to look at the current traffic and donations to the credit card website to determine the amount of money that is being donated per click. Jason stated that, for their proposal to the Task Force, the Committee should come up with 3 different funding options. Seetha informed the Committee that the Task Force also mentioned that the Committee should look into what other states are doing regarding their CTF.

Patty suggested using Google grants for free advertising. Patty stated that it is a very simple online application and they award \$10,000 per month in free advertising space to anyone that meets the criteria of being a nonprofit. Lynn cautioned that the account and ads would have to be maintained or they will close out the account. Lynn also mentioned Google One Today, where you make a specific ad for specific things and people pledge to give \$1 or \$5. Jason stated that it may be worth looking into and should be included in the proposal.

Jason discussed using the tent card that the Committee previously produced, with some minor modifications. The Committee looked at the materials that were previously developed. Jason felt that the Committee should use the original version of the tent card for the social media campaign.

Seetha stated that, when the proposal is made to the Task Force, the Committee should present the exact message that we would like to use on social media. Cheryl stated that we don't have enough information to put together a proposal at this point, but that we will discuss it further at the next meeting.

Cheryl requested that we have a demographics list, application for Google One Today, and to have 3 funding options for social media. Jason agreed to provide the statistics from the Safe Haven ads. Lynn agreed to look at the Google for nonprofits application. Cheryl agreed to look into surrounding states to see what they are doing with the CTF and social media. All agreed to provide the requested information by March 21, 2019.

The Committee was able to view the images and information that is included in the WE CAN campaign. Many of the images have a link embedded in them that would redirect the user to a



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specific resource that corresponds to the imaging. Patty explained that if they were to adopt this campaign, it would need to be formatted for Facebook and Instagram, not Twitter. The resource links would have to be directed to resources within NJ and there would need to be a NJ logo on the images. They would also need to be converted to Spanish and other languages. Patty stated that they would like to speak with the developer to see if the workgroup can modify the files and images themselves.

Next meeting – June 25, 2019 at 1:00 p.m.