



Colusa, Sutter and Yolo Regional Child Support Agency Leadership Advisory Committee

To: RCSA Leadership Advisory Committee
From: Natalie Dillon, Regional Director
Subject: Outreach Update (Agenda Item #9)
Date: August 31, 2022

The RCSA remains committed to branding the new regional agency, educating our communities about the value and accessibility of the child support program, and building our caseload. This update provides information on the various outreach related projects that are underway.

Outreach

Important goals of the RCSA include branding the regional agency, educating our communities on the benefits of the child support program, and encouraging co-parenting families to apply. As individual LCSAs we had limited resources to conduct outreach. As a regional agency, we have been able to spend some time and attention to this important aspect of our work.

Grays Peak Strategies

As was shared at a previous LAC meeting, the RCSA contracted with Grays Peak Strategies to conduct digital media campaigns and search engine optimization. Included in this packet is a two-page summary of the work and results from the last six months reflecting content on Facebook, Instagram, and Twitter.

Gym TV

The RCSA contracted with Gym TV to display advertisements to individuals who are entering or exiting targeted areas, using geofencing technology. Geofencing allows the advertisements to display to people who access the three courthouses in our jurisdiction. We have entered a one-year contract, and in the first month we have already had over 20,000 impressions. For individuals who click on our advertisement, they will be taken to our website where they can learn more and apply for services, which has resulted in 47 people going to our website.

Univision

The RCSA contracted with Univision for Spanish language broadcast and digital advertising. The one-month contract includes two 2-minute interviews, referred to as integration segments which will be aired locally on the popular nationally televised morning show "*Despierta America*". These local segments provide us the opportunity to introduce and showcase the Colusa Sutter Yolo Regional Child



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Support Agency through a longer formatted message. The segment will be pre-recorded with our staff who will interviewed by Univision Talent.

The contract also includes two (2) 30 second commercials which are played throughout the day and night, targeting women age 18-54. The anticipated reach of the broadcast portion of the campaign is 546,000 impressions by women, throughout the one-month period.

Accompanying the broadcast element will be a targeted digital, video, and social campaign. The estimated impressions for the entire campaign including broadcast, digital, video and social for adults over age 18, is 819,200 impressions.

CSAM

Nationally and in California, August is Child Support Awareness Month. In the spirit of awareness, the RCSA not only released a press release, but also developed a video for the customers entitled, “How Can I”. In this video we use RCSA staff to answer commonly asked questions in a fun and informative format. The intent is to develop more videos over time, featuring them on various social media platforms. Both the Daily Democrat and the Appeal Democrat ran articles regarding Child Support Awareness Month.

In addition, Amanda Battles and one of our Child Support Supervisors, Sarah Listberger, appeared on a radio/video streaming spot on 93Q a Yuba City/Marysville community radio station on August 5th discussing the child support program and the services we provide.

Voter Information Guide

We have worked with the Sutter and Yolo Elections offices and have prepared half page English/Spanish Child Support advertisements for the Fall 2022 Voter Information Guide. Colusa Elections will confirm inclusion once it gets closer to print production and she has the total page count.

Status Report: Colusa, Sutter, Yolo Regional Child Support Agency

Grays Peak Strategies (GPS)

August 19, 2022

Summary of Work Performed: January 1, 2022 through July 31, 2022

Social Media

Organic Social Media (i.e., posts not supported with advertising funds)

- Developed and implemented plan for organic social media encompassing:
 - **Goals:** Broaden awareness of regional agency, increase reach followers per platform, and drive new applications
 - **Strategy:** Emphasize regionalization to establish connections, then expanding to focus on applications and breadth of services
 - **Platforms:** Facebook, Instagram, Twitter
 - **Posting Frequency:** 3 times each week across all 3 platforms, each post in 2 languages
 - **Languages:** English and Spanish (first two months primarily in English; dual-language after that)
 - **Content themes:** List of about 40 themes (e.g., regionalization, applications, employers, office relocation) and associated frequency (e.g., weekly, bi-weekly, as needed)
 - **Imagery:** Use landscapes and notable local features that would be recognized across all three counties to reinforce regional connections while generally avoiding issues of representation
 - **Brand voice:** Direct, clear, and positive but still somewhat formal and careful
 - **Visual style:** Use motion graphics over photos to create video-like effects that improve reach

Organic Social Media Outputs

- 125 organic Facebook posts (72 in English, 53 in Spanish)
- 121 organic Instagram posts (73 in English, 48 in Spanish)
- ~125 organic Twitter posts (72 in English, 53 in Spanish)¹
- ~140 motion graphics (some posts had multiple graphics to ensure platform suitability)
- Bi-weekly meetings on data and project planning
- Content calendar and graphics files shared with CSY to support post-contract sustainability

Paid Social Media

- Developed and implemented strategy for paid social media with three broad goals:
 - Increase number of followers
 - Improve awareness of new regional child support agency and associated services
 - Drive new applications to increase caseload
- Established and tested ad audience consisting of adults in CSY + Sacramento County
- Boosted posts in English and Spanish from Facebook and Instagram with a modest budget of \$5/day

Paid Social Media Outputs

- 24 paid posts/ads (13 English, 11 Spanish), distributed in 5- to 7-day segments with brief, 2- to 3-day pauses to reduce audience fatigue

Results of Organic and Paid Social Media Campaigns

- Reached 79,603 unique individuals (17,011 organic; 62,592 paid)

¹ GPS does not have direct access to the analytics for the CSY Twitter account, so we cannot record any analytic outcomes for that account. But the number of posts should be essentially identical with the number for Facebook.

- Facebook: 64,997 unique individuals reached
- Instagram: 14,606 unique individuals reached
- 1,205 page and profile visits (908 Facebook, 297 Instagram)
- 53 new followers on Facebook (279% increase over January 31), approximately 40 new followers on Instagram²
- 1,479 likes and other reactions
 - Only 1 negative comment across all posts and ads
- 341 shares
- 4,880 clicks on links (most often, the CSY home page or a short link to the Statewide Enrollment Platform)
 - 2,717 link clicks on Spanish-language Posts; 2,163 on English-language posts
 - 1,076 link clicks on paid posts

Costs and Cost-effectiveness of Paid Social Media Campaigns

- Total spend during period: \$851.93
- Average cost per click across all paid campaigns:
 - \$0.79 per overall (with a strong overall downward trend)
 - \$0.86 for English-language posts
 - \$0.72 for Spanish-language posts
- \$13.61 per 1,000 unique individuals reached
- \$5.90 per 1,000 impressions

Brochures and Other Print Materials

- Developed 3 tri-fold brochures, each in English and Spanish, with the following themes:
 - Overview of services and regionalization
 - What to expect in court
 - Healthcare and childcare expenses
- Designed 2 print ads for local election booklets
- Designed flyer to promote office relocation

Search Engine Optimization, Guidance on Web Development, and Electronic Advertising (Outside of Social Media)

- Generated detailed report on existing website with strategies to optimize the site for search
- Initiated optimization process
- Outlined search engine marketing approach to follow completion of initial optimization work
- Provided feedback on proposal for geolocated display advertising through GymTV
 - Generated two sets of display ads for use in GymTV ads
 - Analyzed results from the first month of GymTV ads to support an assessment of cost-effectiveness

Additional Projects

- Provided suggested revisions to press release on Child Support Awareness Month
- Provided suggested revisions to script for internal video for Child Support Awareness Month

² Meta's analytics do not properly capture growth in Instagram followers.