



Human Services

#EMPOWERSBC

LEVERAGING VIDEO AND SOCIAL MEDIA TO
OVERCOME POVERTY

C.L. LOPEZ CINDI MALVIN MILES ORNELAS

THIS IS US



C.L. LOPEZ
HUMAN SERVICES
COMMUNICATIONS OFFICER



CINDI MALVIN
MEDIA SPECIALIST II

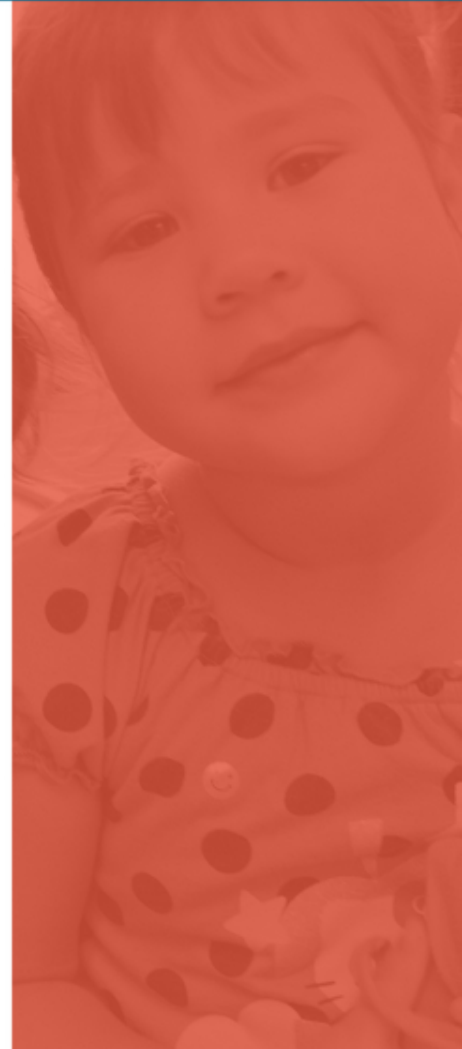


MILES ORNELAS
MEDIA SPECIALIST I

9 Departments 1 Team

WHAT WE DO

- Aging & Adult Services
- Behavioral Health
- Child Support Services
- Children & Family Services
- Children's Network
- Public Health
- Preschool Services
- Transitional Assistance
- Veterans Affairs



AGENDA

- #EMPOWERSBC
- Telling Our Stories
- Bringing Our Stories To Life
- More Than A Month
- Questions



Human Services

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USING SOCIAL MEDIA TO TELL YOUR STORY

RESEARCH

19.7 % in poverty

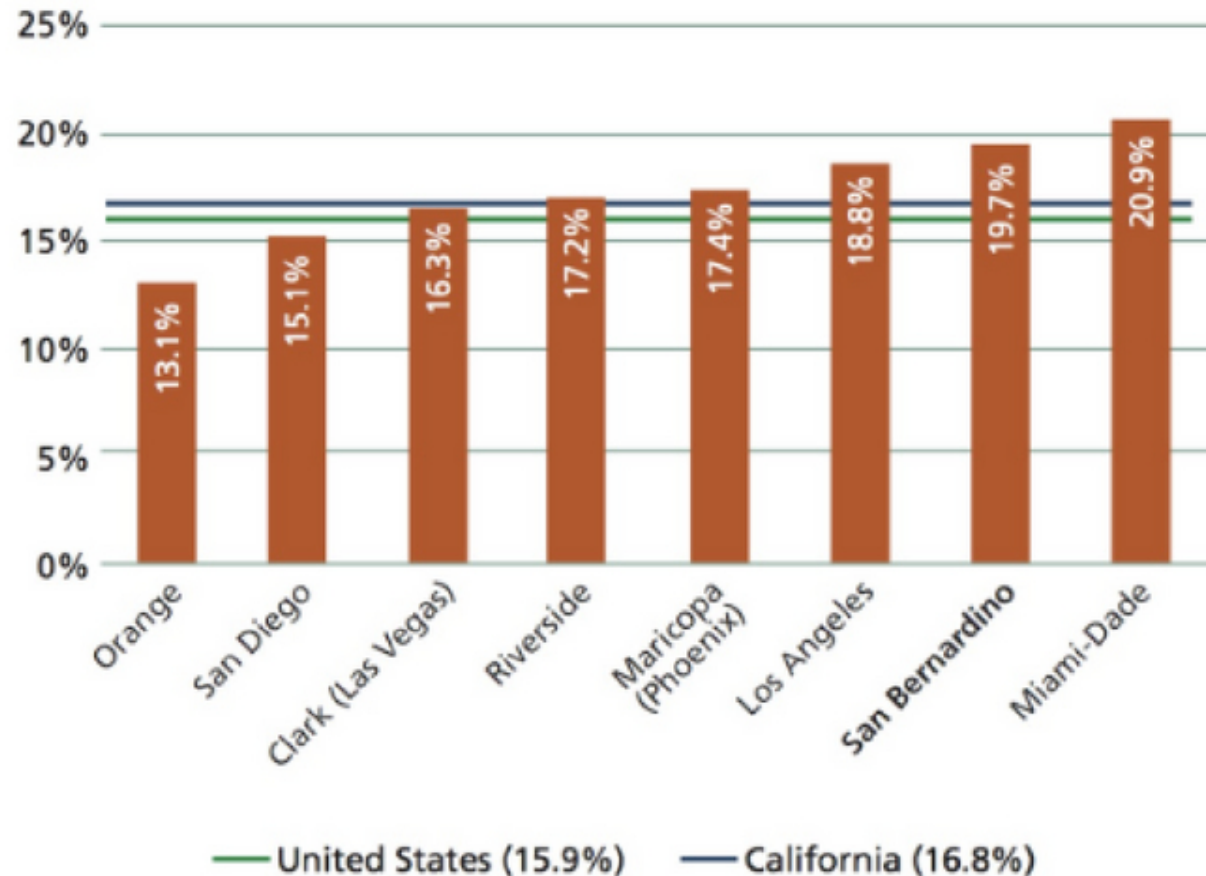
The percentage of the population living in poverty increased six percentage points, from 13.7% in 2007 to 19.7% in 2013.

2nd highest rate in US

San Bernardino County's rate of poverty is second to Miami-Dade (20.9%)

POVERTY RATE HIGHER THAN STATE & NATIONAL AVERAGES

Percentage of Population Living in Poverty
County Comparison, 2013



Source: U.S. Census Bureau, American Community Survey, 3-Year Estimates
(factfinder2.census.gov)

GOALS



- Educate those living in or near poverty and those who serve them about services
- Empower residents to use services to achieve self-sufficiency



TACTICS

Social media

- Toolkit
- Facebook, Twitter, Instagram, & Youtube

Video

- Events
- Lobbies
- Social Media
- Websites

SOCIAL MEDIA TOOLKIT



JANUARY 2018

#EMPOWERSBC

SOCIAL MEDIA TOOLKIT



Human Services

COVER PHOTOS





San Bernardino County Human Services

Published by C.L. Lopez [?] · January 8 · 🌐

January is #Poverty Awareness Month.

We invite you to change your cover photo to any of these photos to show your support in helping us create an awareness of the variety of programs and services available throughout the county to assist individuals and families, whether they are in need of financial, nutritional, physical or behavioral health, employment and/or housing assistance. #EmpowerSBC





#EMPOWERSBC

**SAMPLE
SOCIAL
MEDIA
POSTS**

#EMPOWERSBC

POVERTY FACT

**In 2015, 43.1 million
people lived
in poverty in the
United States.**



Source: U.S. Census Bureau: Income and Poverty in the United States





Human Services

GIVE YOUR FAMILY A **HEAD START**

Families of children enrolled in
Preschool Services can benefit from:

- a job skills apprenticeship program
- an online high school diploma program
- services for expectant mothers



HS.SBCOUNTY.GOV/PSD

#EMPOWERSBC

#EMPOWERSBC



WORK TOGETHER
TO MAKE A DIFFERENCE.

SHARE #EMPOWERSBC
INFORMATION AND RESOURCES ON
YOUR SOCIAL MEDIA ACCOUNTS.



Human Services

LEARN ABOUT POVERTY

01

15

18

Visit www.Povertyusa.org

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SOCIAL MEDIA DESIGN TOOLS

Canva

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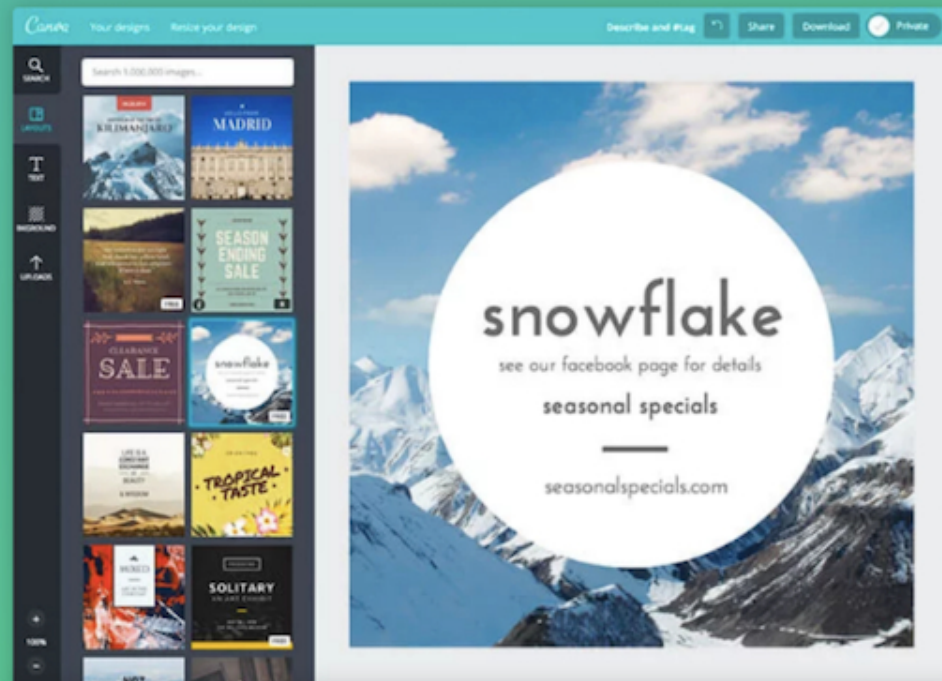
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POVERTY FACT

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Human Services

LEARN

01



WHAT STORIES DID OUR VIDEOS TELL?

- Residents
- Staff
- Collaborations



San Bernardino County Human Services

Published by C.L. Lopez [?] · January 14 · 🌐



A visit to San Bernardino County Department of Child Support Services changed Daniel's life. The #father's life was in a very different place and he did not have a job or custody of his #children. The child support officer assigned to his case, empowered him and placed him on a path to employment that brought his family back together.

Child Support Services is committed to serving the #children and #families of our county in ensuring children have #financial and #medical support that are essential to a child's success and well-being. For information about their services, visit <http://hss.sbcounty.gov/dcsc/>

January is #Poverty Awareness month. Throughout the month, we will share information about the variety of programs and services available throughout the county to assist individuals and #families living in or near poverty. We will also share stories of those who have been empowered through shared services. #EmpowerSBC



👤 638 people reached

Boost Post

👍❤️ Miles Ornelas, Jacob Murphree and 15 others

9 Shares 342 Views



San Bernardino County Human Services

Published by C.L. Lopez [?] · January 8 · 🌐



San Bernardino County Preschool Services Department has had a major role in Alondra Ladison's life on both a personal and professional level. As a parent, the program empowered her and today she is a site supervisor in #Upland. This is her story.

Preschool Services has morning, afternoon, home-based and full and part-day center-based programs available. Families can benefit from services for expectant mothers, an online high school diploma program, and a job skills apprenticeship program. Children enrolled in the programs will benefit from many services including literacy, school readiness, medical/dental screenings & follow-up, nutrition education, mental health and the Footsteps2Brilliance literacy program. For information about their services, visit hs.sbcounty.gov/psd

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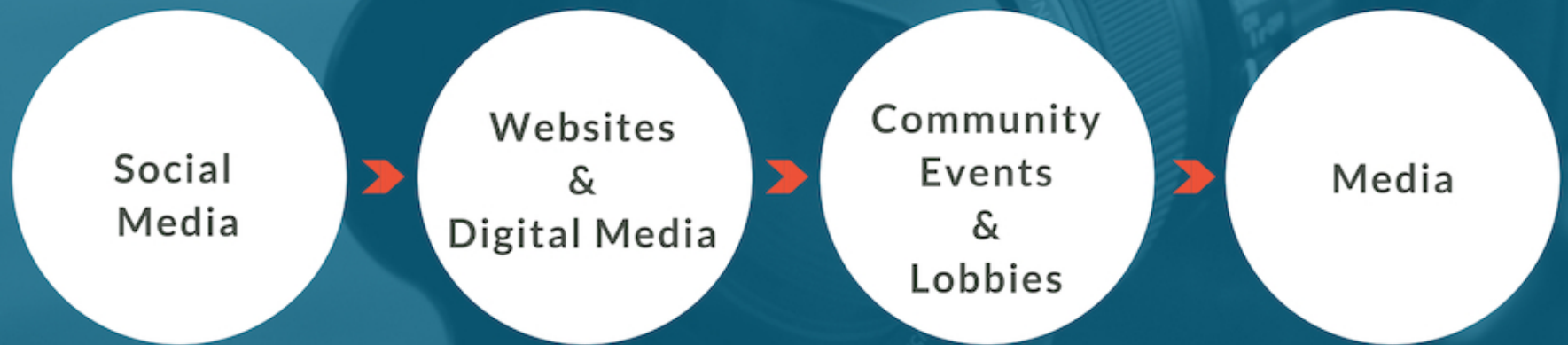
👤 Your video is popular with women between the ages 45-54

Boost Post

👍❤️😱 122

44 Comments 48 Shares 3.2K Views

VIDEO DISTRIBUTION





Human Services

TELLING OUR STORIES

IDENTIFYING YOUR BEST AMBASSADORS

WHAT MAKES A GOD STORY



- Personal experiences that transform lives
- Scenarios to which your target audience can relate

HOW WE FOUND OUR STORIES



- Collaborated with all 9 HS departments and several community organizations
- Partnered with front line staff to identify best subjects

BEST PRACTICES FOR ON CAMERA APPEARANCES



- Outgoing on camera
- Knowledgeable of topic
- Speaks clearly
- Consents to use of video on social media

PREPARING INTERVIEWEES



- Provide interviewee with potential questions
- Incorporate question in answers
- Do not use acronyms or run on sentences







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BRINGING OUR STORIES TO LIFE

BEST PRACTICES FOR EVERY VIDEO BUDGET



PRODUCTION SETUP

- Two camera setup
- Background
- 3 Point lighting set up or available light
- B-roll video
- Audio recording
- Camera accessories
- A plan

MUST HAVES: NO/LOW BUDGET



MUST HAVES: MID BUDGET



MUST HAVES: BIG BUDGET



No/Low Cost Editing

Applications

iMovie (available for mobile devices)

Windows Movie Maker

Online

Biteable

Spark

JumpCut

Animoto

Standard Editing

Final Cut Pro X

Adobe Premiere Pro

Avid Media Composer







Human Services

CALENDAR

MORE THAN A MONTH

KEEPING A MESSAGE RELEVANT ALL YEAR LONG

BUS

25 great jobs for people who love to travel





Human Services

THANK YOU!

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