#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

- 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
#EMPOWERSBC

Using Social Media to Tell Your Story
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

POVERTY AWARENESS MONTH

KNOW POVERTY

JANUARY 2018

SAN BERNARDINO COUNTY
Human Services
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
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
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.SBCCOUNTY.GOV/PSD

#EMPowersSBC
#EMPOWERSBC

WORK TOGETHER TO MAKE A DIFFERENCE.

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

Visit www.Povertyusa.org

#EMPOWERSBC

SAN BERNARDINO COUNTY Human Services
Easily create beautiful designs + documents

Use Canva's drag-and-drop feature and professional layouts to design consistently stunning graphics.

Start Designing  iPad App
WHAT STORIES DID OUR VIDEOS TELL?

- Residents
- Staff
- Collaborations
San Bernardino County Human Services

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/dcss/

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

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

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
VIDEO DISTRIBUTION

Social Media → Websites & Digital Media → Community Events & Lobbies → Media
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
CREATE one that includes video, social media, written statements and photographs
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
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
MORE THAN A MONTH

KEEPING A MESSAGE RELEVANT ALL YEAR LONG
THANK YOU!

CONTACT: 909 420 6429
CLLopez@hss.sbccounty.gov