

2020 Annual Report Social Media Toolkit

For Ohio Association of Community Action Agency member agencies



2020 annual report



LEARN MORE AT WWW.OACAA.ORG/REPORTS-PUBLICATIONS

2020 Annual Report Social Media Toolkit

This toolkit is intended for members of the Ohio Association of Community Action Agencies. As a companion to the 2020 Annual Report, we are excited to release this social media toolkit! We hope that the resources included within will help you share the inspiring stories of the services you provided and the customers you supported in a year filled with unprecedented challenges. We thank you for your continued ingenuity and adaptability as we all work to rise out of a crisis stronger than before. We remain committed to supporting our members and sharing your successes.

This toolkit is intended to be used throughout the year until the release of the 2021 Annual Report in mid-late 2022.

Have questions? Contact Kathryn Clausen by email at kathryn@oacaa.org, or Emily Nolan at emily@oacaa.org.

CANVA:

This year we are excited to bring you customizable Canva templates! These templates can easily be adjusted to add your logo, color themes and agency photographs.

Canva offers a FREE Pro-version for nonprofits! To learn more about applying for your free Pro account, [CLICK HERE](#).

To access the Canva templates, [CLICK HERE](#).

The Community Action Promise

Community Action changes people's lives, embodies the spirit of hope, improves communities, and makes America a better place to live. We care about the entire community, and we are dedicated to helping people help themselves and each other.

SOCIAL MEDIA SAMPLE POSTS & GRAPHICS:

Sample Post(s):



Page 1- AR 2020 Cover

@OACAA's 2020 Annual Report highlights 13 inspiring customer success stories from the Ohio #CommunityAction network and statistics from a year like no other. Read the report:

<https://bit.ly/3AQxHJW>.

#BeCommunityAction

#CommunityActionResponds



Page 2 - Stats, Affordable Housing

Sample Post(s):

When the pandemic-related economic downturn heightened the need for affordable housing in 2020, #CommunityAction responded by helping over 320,000 affordable housing participants reach positive incomes! Learn more

<https://bit.ly/3AQxHJW>.

#BeCommunityAction

#CommunityActionResponds



Slide 3 - Stats, Education & Cog Dev

Sample Post(s):

Did you know that 96% of participants in #CommunityAction's outstanding education and cognitive development programs achieved positive outcomes last year? Register for Head Start at [AGENCY] today! [INSERT APPLICATION LINK] #BeCommunityAction #CommunityActionResponds



Slide 5 - Stats, Health & Dev

Sample Post(s):

Over 255,000 participants received health & development services in 2020, 99.7% of which achieved positive outcomes! Many agencies opened pop-up COVID-19 testing sites and implemented no-cost transportation to vaccinations locations. Learn more <https://bit.ly/3AQxHJW>. #BeCommunityAction #CommunityActionResponds



Slide 4 - Stats, Income & Asset Bldg

Sample Post(s):

Many of Ohio's #CommunityActionAgencies help customers with Individual Development Account programs, financial literacy, benefits coordination, and advocacy. In 2020, 88% of income & asset building achieved positive outcomes! Learn more <https://bit.ly/3AQxHJW>. #BeCommunityAction



Slide 6 - Stats, Volunteers

Sample Post(s):

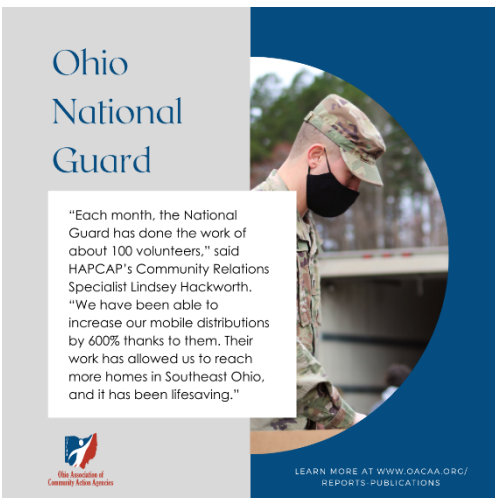
Thank you to the #CommunityAction volunteers who donated nearly 1,000,000 service hours last year! Volunteers provide valuable support to the network and allow agencies to have a greater impact. Learn more <https://bit.ly/3AQxHJW>. #BeCommunityAction



Slide 8 - Story Tonya, Income & Asset Bldg

Sample Post(s):

Ohio's #CommunityActionAgencies help customers holistically, including Ohioans like Tonya to create and reach income and asset goals. Read about her transformative experience in an Individual Account program <https://bit.ly/3AQxHJW>. #BeCommunityAction



Slide 11 - Story, Volunteers

Sample Post(s):

The Ohio #CommunityAction network is grateful to the National Guard, whose service brought relief and comfort to agencies unable to accept volunteers during the pandemic @USNationalGuard. Learn more <https://bit.ly/3AQxHJW>#BeCommunityAction #CommunityActionResponds



Slide 10 - Story Jesse, Re-Entry

Sample Post(s):

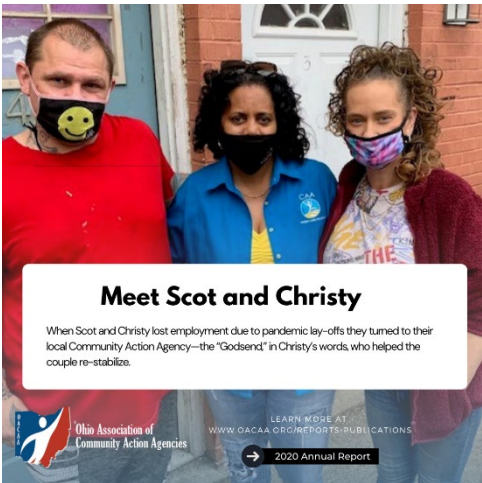
Ohio's #CommunityAction employment programs help customers like Jesse overcome barriers and return to the workforce. In 2020, [AGENCY] provided post-employment supports to [NUMBER SERVED] and job search assistance to [NUMBER SERVED]. #OhioWorkforce. Learn more by viewing the report: <https://bit.ly/3AQxHJW>. #BeCommunityAction



Slide 7 - Story Madelyn, General

Sample Post(s):

Ohio's 47 #CommunityActionAgencies serve Ohioans in all 88 counties and give customers like Madelyn the support needed to reach their goals and fullest potential. Find your agency <https://oacaa.org/agency-directory/>. #1000strong #BeCommunityAction



Slide 9 - Story Scot & Christy, Housing

Sample Post(s):

The Ohio #CommunityAction network remains committed to ensuring access to affordable housing to families like the Biens as Ohio recovers from the pandemic. Learn more about their story <https://bit.ly/3AQxHJW>. #BeCommunityAction #CommunityActionResponds