



*Early Pathways. Lifelong Benefits.*

## 2021 FFN Communications Plan

### **Purpose**

ABCD's mission is to align and mobilize pediatric and community partners to improve early childhood developmental outcomes. ABCD would like to increase their FFN Network. To carry out this goal ABCD has identified three areas they would like to improve in highlighted below:

- a. Increasing engagement on social media (planning, content, best practices, page/profile management)
- b. Communications strategy and planning (goals, objectives, strategies, tactics, audience identification, competitive analysis)
- c. Measurement and evaluation of communications efforts (reporting templates, analysis and review)

The **purpose of this 2022 Communications Plan is to guide the work of the ABCD**, and its members, in carrying out these duties and achieving the outlined goals below.

## Communication Objectives:

To increase FFN engagement and quality communication, the ABCD has identified the following communications objectives. Metrics have been outlined in the evaluation section of this communications plan to measure the degree to which the work ABCD and various communications channels and tactics outlined in this plan effectively achieve these objectives.

- Increase engagement with partners who have relationships with Family, Friends, and Neighbors Providers (FFN) to build awareness around caregiver impact on child development. A survey conducted in 2020 with FFN Providers found that around 1/5th (19.1%) reported caring for a child with special needs. Increasing access to care through increased engagement will help these families impacted.
- Increase the quality of communication with trusted messengers such as FFN providers to generate more engagement with parents and caregivers of the children in their care to positively impact children's development. We anticipate that those FFN Providers will impact the development of approximately 600 children ages birth-five. FFN Providers will gain knowledge of child development, deepen awareness of local services, and be able to walk alongside families in accessing these supports.

## Communications Strategy

The ABCD communications strategy focuses on **increasing FFN engagement and quality communication**.

## Audience

Clear direct communications strategies have been developed to reach the following **primary audiences**:

- Office of early childhood
- Funders
- Other intermediaries like early milestones
- Providers
- Early childhood councils
- Library system
- Colorado statewide parent coalition
- Family resource centers
- ECLA
- All state home visiting state intermediary
- Invest in kids
- Family Resource Center Association

### Secondary Audiences

Information, messages, and tools are promoted to these primary audiences to influence the following secondary audiences:

- FFN

### Third Audiences

- Parents and families

## Messengers & Spokespeople

- Emails, website, FB (Joanna)
- FFN Network (Irena/Joanna)
- Susan HS meetings
- Eileen statewide meetings

## Message(s)

FFN support organizations stated that identification and engagement with providers are more successful when the support workforce reflects their communities' diverse linguistic and cultural backgrounds and life. Experiences. Other effective forms of communication between FFN support organizations and FFN providers are group texts (WhatsApp), Facebook groups, and emails. Some FFN providers interviewed used Google and YouTube to find helpful information related to their role as childcare providers. Importantly, FFN support organizations highlighted that communicating in the primary language of the FFN providers is another key to successful engagement.

## MESSAGE (FFN)

Thoughtful and strategic two-way, responsive engagement with FFN is critical to providing information and resources to help them as they make the best choices to support the children in their care.

The Early Childhood Leadership Commission endorses three recommended strategies for early childhood professionals highlighted in the *Early Childhood Communication Efforts in Colorado* report:

- Reduce communication “noise” resulting from inconsistencies or duplicate efforts that are unevenly targeted to families and caregivers in regions with different communication needs
- Increase the quality of communication, including the use of effective content and communications channels, enhanced communication training for trusted messengers that connect with parents and caregivers, and a heightened focus on effective tactics
- Provide greater emphasis on the two-way, responsive engagement of parents and caregivers that will generate more positive outcomes for children’s cognitive and social development

## Approach

The following outlines the ABCD’s FFN Communication Plan for 2022 to achieve the communications objectives highlighted above. [Monthly](#)

### SOCIAL MEDIA - Facebook & LinkedIn

We will cultivate new relationships with FFN Providers through our Facebook and Linked-In by providing messages they can use with parents and caregivers. These messages will result in behavior, attitude, and knowledge change around caregiver impact on child development.

### EMAIL - FNN Messages

ABCD will work together to create a **content marketing strategy calendar for FNN network** outlining publication of articles and/or content needed to promote in highlighting best practices & effective communication efforts with FFN Providers for parents and caregivers highlighted in the *Early Childhood Colorado Framework* website and resources as well as *Early Milestones FFN Report*. This will be done monthly.

### WEBSITE - FNN Messages

The <https://www.coloradoabcd.org/> website will be utilized to link the FNN Messages from emails to our website to increase website traffic. Content on website will mirror social media and email content.

### MEETINGS

Meetings will be attended to increase FFN Network, seek engagement, and increase our messaging. In these meetings, notes will be tracked and the ABCD staff member who attends will speak on messaging developed that month for FFN Providers.

1. Monthly FFN Network Meetings will be attended by either [Irena](#), [Joanna](#), or [both](#).
2. HealthySteps® Meetings will be attended by [Susan](#).
3. Statewide Meetings will be attended by [Eileen](#).

Space will be provided during meetings to discuss the following topics and initiatives on a regular basis in:

- Parenting best practices
- Screening and Referral
- HealthySteps®
- Messaging provided by either/both Early Childhood Colorado or Early Milestones

### EVALUATION RESEARCH

ABCD will explore ways to support the evaluation of communication efforts through surveys and research to identify gaps in effective communication and messaging resources. The work will further identify the impact of the FFN Communications Plan and give additional guidance and resources to ABCD communications to demonstrate the impact of their work to potential FFN Providers.

## Tracking efforts

ABCD will develop tracking efforts on communication channels. Sprout Social <https://sproutsocial.com/> will be explored as an option to identify these efforts.

### Outcome(s)

1. Name Recognition
2. Brand Awareness
3. Diverse Communications Channels
4. Increase FFN Network

### Key Performance Indicator(s)

- # of Impressions (Organic)
- # of Impressions (Paid)
- # of People Reached

### ABCD LinkedIn

- # of Posts per week
- # of Followers (reach)
- # of Followers (reach) Net Growth
- # Impressions
- # Engagements
- # Post Clicks
- Top Performing Topic Tags

### ABCD Facebook

- # of Posts per Day
- # of Stories per week
- # of videos per month
- # Views Videos (impressions)
- # of People who Watched a Video (reach)
- # of Like (reach)
- # of Followers (reach) Net Growth
- People Reached
- People Reached Top Cities
- # Impressions
- # Engagements
- # Post Clicks
- Top Hashtags
- Top Performing Topic Tags

### Website

- # of Users (Reach)
- # New Users
- # Returning Users
- Pageviews (impressions)
- Avg Session time
- Bounce Rate
- Top Performing Pages
- Conversion Rate on Campaign Pages

### Email Marketing

- # Audience
- # Audience Net Growth
- # of Blog Subscribers

- # of Blog Topic Subscribers
- Blog Email Open Rate
- Blog Email Click-Through Rate
- # of Newsletter Subscribers
- Newsletter Open Rate
- Newsletter Click-Through Rate
- Fundraising Appeal Conversation Rate