**ROUGHLY EDITED TRANSCRIPT**

**Content Marketing for CILs:**

**Communicating Your Strengths & Expertise in Your Community**

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**P.O. Box 2780**

**Overgaard, AZ 85933**

**www.ccproductions.com**

**Phone: (602) 456‑0977**

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Please stand by for CART captioning. Thank you.

>> OPERATOR: Hello and welcome to today's teleconference. At this time we are currently waiting for all the participants to arrive. Thank you for your patience and please continue to hold.

>> TIM FUCHS: Good afternoon. Welcome to CIL‑NET's newest conference, Content Marketing for Cils: Communicating Your Strengths & Expertise In Your Community. I'm Tim Fuchs. Thank you for taking time to join us. This webinar is being presented by the IL NET training and technical assistance project for CILs and SILCs and, of course, the IL NET is operated through a partnership among ILRU in Houston, Texas, NCIL here in Washington D.C., and APRIL in little rock, Arkansas. Support is provided by ‑‑ I still have RSA ‑‑ ACL at the department of HHS. That's new. So we are recording today's call so that you can archive it ‑‑ you can access it on ILRU's Web site. Like with all of our webinar trainings, they will be available within 48 hours. Usually much sooner. On ILRU's Web site. We will break several times during the presentation to take your questions. And we've got plenty of time for a Q&A. So I hope you will take advantage. There's a few ways to ask questions today. The Moe obvious ‑‑ most obvious is in the chat screen on the webinar. You can type a question in the text box under the list of attendees and hit enter. You can do that any time during the presentation today. To comment or ask questions. We really encourage that and like to see it. Just remember if you ask a question we will wait until the Q&A break to address it. Similarly if you're on the CART captioning screen today remember there is a full screen CART option sent to you in the confirmation email, I don't you can log into the chat feature there and I'll be happy to voice those questions for you during the call as well. Finally, if you are on the phone today, you can press \*# and that will put you in a queue and you can question your questions life on the call. All right. So that's the housekeeping I wanted to talk about. I also want to make sure for those of you who have just dialed in today that you have a copy of the PowerPoint presentation. Of course, if you're on the webinar, those slides will advance automatically for you. But if you're only on the phone, make sure you open up a copy of the PowerPoint presentation that was sent to you in your confirmation email. And if you don't have that handy for any reason, you can email me at Tim@NCIL.org and I'll send a copy over to you. So, again, it was sent in PDF and plain text format but it's the slides for today's call. You'll definitely want to have those available as we go through the presentation.

Okay. I also want to mention our evaluation form. So as you might imagine, when you finish the call, there will be a link on one of the last slides to an evaluation form. That's a live link. When we get there you can click on it. Our evaluation form is very brief. But it's really important to us. So it really only does take a few moments to fill out and I hope you'll do that. I know a number of you are participating in small groups today, which is great, but if each individual could let us know what they thought, we would appreciate it. You can also access that evaluation link in the confirmation email that was sent to you with the connection instructions. ILRU is going to be selecting one lucky winner that fills out an evaluation form on today's call to receive a $25 Amazon Gift Card. So pretty easy to take two minutes out of your day. You might get an Amazon Gift Card. Be sure to do that at the end of the call. I'll remind you before we break today.

With that, I want to introduce our presenter for today, Carol Voss. Many of you probably know. She is the PR and marketing director at Independence First in Milwaukee, Wisconsin. As she has been for 13 years now. I've had the pleasure of working with Carol on a number of trainings, usually related to marketing and PR, and it's always a pleasure. Carol's passion for the content and her expertise is really evident in everything she does. I've learned a lot from her, and I was happy she was able to put this presentation together for us. Carol does everything from social media to public relations. She does messaging, brand consistency, advertising, community relations and more for one of the largest in the country and is a real expert and always loves sharing her expertise with other centers. So thanks so much, Carol, for putting today's presentation. I'm going to click to Slide 3 and turn it over to you.

>> Carol Voss: Thanks, Tim. Hi everybody across the country. This is my first solo webinar. Hopefully this will go well. I am excited to be talking to you today. Here this first slide is really a little bit about me. I know you're hearing the disembodied voice at this point but that's what I look like. I am really voracious in reading news and trying to connect our Center for Independent Living with what's going on not just locally but also throughout the country. I am trying to be always a resource to not just our staff but to reporters, to the community. I like to also listen to hear what people are talking about us and saying about us, and I try to be really persuasive with our advocacy issues. I network very well to try to connect in more people to our organization, whether it's donations, volunteers, any of those kinds of opportunities but also to get the word out about our services for people with disabilities throughout our service area. And I toot our horn a lot, so really bringing about 13 years working at Independence First and kind of sharing some of the things that have worked for me. I realize that all Independent Living centers are not the same. I realize that there are small and large and rural and urban, and hopefully what I'll be talking to you today will be scalable to what you all can do, whether it's a short period of time that you have to offer to this technique for dedicated staff resource. Hopefully this will give you good food for thought and ideas on how you can tweak what you're doing in marketing and try to learn a couple new things and put it in your toolkit to try to improve the brand and your own marketing for your Independent Living center. So if you would like to get a hold of me my email is listed, cvoss@independentfirst.org. There is a Web site that shows more about me and what I do. By the way, if you have never been to Milwaukee, Milwaukee is a great place. It's about an hour north of Chicago on Lake Michigan. So if you ever have a chance to visit, look me up. I would be happy to show you around and talk to you more about things. We're also voracious fans, as you all can imagine, in Wisconsin. So go Badgers, go Packers, and go ‑‑ with that I will go to the next slide.

Today I would like to define the concept and benefits of what we call content marketing as a strategy for communicating expertise to relevant stakeholders. You all are experts in your different areas, and so we want to be able to try to give you some thoughts about how to communicate that better. We want to develop an effective strategy or start to think about developing an effective strategy for creating and distributing relevant and valuable content to educate and engage your Center for Independent Living target audiences. And that is probably a lot of different target audiences as you think about them... donors, volunteers, family members of people with disabilities, people with disabilities themselves, community leaders, sponsors, participants in your organization's events and the list goes on and on. The next list of learning objectives are that we're going to try to identify some best practices for you for developing a successful content creation and deployment strategy through ‑‑ I'm going to try to provide numerous examples and tools you might want to check out that are free of charge for you to use. And then finally identify various tactics to tie your Center for Independent Living's marketing to the upcoming 25th anniversary celebrations of the Americans with Disabilities Act. There are a variety of activities going on at all the different Centers for Independent Living. It's still not too late to employ some of these content marketing strategies to even do a little bit more without a whole lot of time to promote the ADA anniversary, and so hopefully you'll get some new ideas there. So we will get right into it.

We are really talking today about something a little different, integrating traditional marketing and digital marketing. So we're talking about web and social media strategies integrated with traditional marketing, which is really comprised ‑‑ comprises a lot of what content marketing does. So what is content marketing? It's really become a buzz word now, and what I wanted to do was bring this presentation to you so you can kind of stay on trend and aware of different marketing strategies that you can implement. It's not just a nonprofit strategy or an IL strategy. It's a corporate strategy. So really kind of taking what works in the corporate environment and putting it to use in the nonprofit environment. So the official definition, which is very long, and we'll get into defining what some of this means in the future slides here, is that content marketing is the marketing and business process for creating and distributing relevant and valuable content to attract, acquire and engage a clearly defined and understood target audience with the objective of driving profitable customer action. That's a mouthful, I realize, but there's a lot of really good nuggets in there for you to think about as you're coming up with your content marketing plan and we're going to break that down.

But first things first. You may be asking, and this is different than what we do now how? Well, it really is an attempt to fill in the gaps with your traditional marketing practices and create a synergy to all that we do, and at the same time, it's really kind of neat because it engages employees. It helps employees to take a valuable role in the marketing process. So even if their job title isn't something that says marketing, they all can contribute to something like this. And so what content marketing tries to do, then, is working thoughtfully and strategically to enhance your current marketing efforts, while at the same time adding visibility to a Center for Independent Living's work, your advocacy efforts, and creating a positive sentiment while you demonstrate value to the audiences that are paying attention to what you're doing and getting the attention of new audiences potentially as well.

We need to think first before we act, of course. So let's get thoughtful. Self‑assessment is really key to not only content marketing strategy but also strategic planning, and your overall branding effort at your Center for Independent Living. So some of the things you really need to think about before you do anything with respect to branding and marketing, I would really encourage you to do a little bit of a deep dive into why who you are and why you do what you do. So from a big‑picture standpoint, ask yourselves, what are we good at? Or even better: What are we the best at? Maybe people don't know that answer. In the community. But you should know yourself what you're really good at. And you got to take a little inventory of that. Why do we do what we do here? There's a reason why we do what we do. We're rude in the disability rights movement, and it's important for us to communicate that way. Who are our competitors? A lot of times nonprofits and Centers for Independent Living may not consider that they really have a lot of competitors like in the corporate environment. However, there are different organizations that you may be paying attention to or that may be serving people with disabilities in a different way and may be perceived by target audiences as competitors for, let's say, a donation or their volunteer time. So you still need to sort of strategically look at who you might have in your environment as a competitor in order to determine what you're really the best at. And then finally from a big‑picture standpoint, what do we advocate for? What is the most important advocacy issue that we deal with? And then what are the other advocacy issues that we're dealing with? Because that also becomes part of why we needed to marketing, right? So from an internal standpoint, then, some of the key questions that you would like to be thinking about is: Who at our organization knows the most about these specific topics? Who are your experts within your organization? And what makes them experts? What is their personal life experience, first‑person experience having a disability possibly, maybe they've gone to additional training, maybe they've gotten additional certification. That makes people experts, and it's important to acknowledge that and use that to your advantage when you're developing content marketing strategies.

From an external standpoint, we're also needing to identify who are your target audiences? I kind of suggested a few different ones, but there's many, many of them. So look at who you serve. Look at who you need support from. Look at maybe from an advocacy standpoint you have a target audience for the media. You may have a target audience as community leaders or elected officials. There's a wide variety of target audiences for Centers for Independent Living to consider when you're coming up with your content marketing strategy. And look at what you're doing right now. How do we communicate right now? How do we compete with others right now? And so all these things are going to be taken into consideration when you come up with a marketing strategy, a branding strategy, a content certainly marketing strategy. And the next slide is in creating a marketing plan you obviously are looking at existing marketing goals, and content marketing really is a tactic that's going to help you to achieve your marketing goals. So this is just one way to do that, but it hopefully will amplify your efforts in other areas. So what do we hope to accomplish through marketing is your existing marketing goal plan, right? And tactics are all the different things that you do to accomplish your goals, through specific activities. So in reality, then, content marketing is a tactic and a mindset, then, about how we're going to do marketing, and it really helps us to get to BHAG, which is big hairy audacious goals. Our BHAG at Independence First is we want to be the top of mind organization in our area for accessibility ‑‑ we want to be the first place people think about Independence First when they think about disability in our area. And our content marketing plan, then, is really connected to that on all the different levels. And so I'll use those examples from our Center for Independent Living and hopefully you'll be able to create your own marketing plan and your own content marketing thinking to be able to maximize your own practices within your own area of service.

So we're back to the definition of content marketing. I'm not going to read it again, but we're going to use this as a framework in learning and understanding what content marketing is and then I'll get into specific examples after the first set of questions are asked.

The next slide is Content. Let's define that. What the heck are we talking about when we talk about content in content marketing? It's anything you're currently doing to ‑‑ it can be defined as a visual, defined as a text, it can be defined as a video. It's all the different content that forms your marketing messaging and your outreach to different target audiences. So it can be BLOG posts. It can be newsletter articles, whether it's print or electronic. It can be your letters to the editor at your local newspaper or your online news service. It can be printed flyers you are already doing to promote activities at your independent living center. It can be fact sheets you have put together on different topics or different issues. It can be white papers you may have written, position papers, lists of things that you create. I mean, it really is pretty wide open in terms of what content is. Video storytelling, social media posts, links sharing news and updates, advocacy efforts, events that you create and how you talk about your events, photos from those events, or photos from your actions that that you create, your own Web site resources, statistics, and much more. So it's a wide‑open definition of what content can be. So open your mind a little bit and think about what you're currently doing.

The next slide talks just briefly about... what does creating and distributing mean? There are some questions that kind of come up when you think about creating and distributing. It's time. It's energy. It's who's doing this. So the big question is: If we build something, if we create content, will they even come to see it? Or will it really work for us? Who will create this content within our Independent Living center? And how can we make this easy from an operational standpoint. So if you're the leadership and you're hearing all this stuff and you're thinking, jeez, I don't have somebody who does ‑‑ is dedicated to marketing. Or I don't have somebody who has the time in their schedule because they're doing direct services, but let's think about how we can make this easy and maximize what you're already doing and turn it into some content paces pieces that can be distributed easily and raises visibility for your organization. The next slide talks about the relevant content and valuable nature of your content. Some other things you need to consider before you're doing this is you want to look outside in. Are we a leader here? Are we talking about something as a leader? Are we adding value to our target audiences who may be paying attention to us in receiving our newsletter, in seeing our social media posts, in visiting our Web sites, in looking at our flyer? How are we being viewed? And is the content we currently possess adding value? You have to put yourself in the audience's shoes. The audience is looking at you from their own perspective. So does the sponsor feel like you're the expert? Does the community elected official feel like they want to invite you to participate in the decision‑making when they're going to construct some new project in your downtown area or are they thinking about the things that you want them to think about? And how do you communicate best to those different audiences? Which content will resonate best with each of those target audiences? It's just something to think about as you're engaging in some of these things.

The next slide, then, talks about what it will do. Attracting, acquiring and engaging. If you do content marketing appropriately you should be connecting with your target audiences well and gaining attention. So you want to have something indicative of your personality for your Independent Living center. So it's a mixture of content that you can provide with a certain tone that will resonate with your audience so you can use humor. You can provide information. You can use visuals. Mix up the content and see what works. A Georgia example of that is, really, if you have a Facebook page, test it out and see if photos work better, if videos work better, if factoids work better. See what gets shared the most. See what gets engagement the most. People commenting. People liking. Those are indicative of what they see as providing value. You can also use content to ask questions and to get some additional direction for your organization in crowd sourcing. Crowd sourcing is asking opinions of people. And so when it comes to creating like a SPIL, your State Plan for Independent Living, for us some of what we do is crowd source, and we really help out with that. And it really shows an effort to connect with consumers that we serve and really serve them best with our priorities. Don't forget to have a personality for your independent living center. How would you want to be seen? What is the personality that will allow people to feel positively about your organization? And the content can be used to create those positive feelings about the organization. You also want to be thinking about affecting opinions on inclusion, about accept, about disability rights issues. So you want to be sharing quality content, you want to be helping shape opinions for the different target audiences related to your advocacy initiative. The audience will ultimately then become aware and involved and ultimately really what you want them to do is do something for you or with you. So you want to give them opportunities to get involved with your organization. And the content that will resonate the best will create the image that you are an expert, that you are an organization that is to be respected, and that you are a valued resource to the community and have people want to take action to assist you, whether it's writing a check, whether it's volunteering their time, whether it's using your services, whether it's inviting you to be part of a community decision‑making, whether it's sponsoring your events, and any other target audience positive ways to get involved with your organization. And so it will come full circle if you are cognizant and you think about doing content marketing with a lot of different target audiences in mind.

So I know I'm speaking fairly philosophically at this point and later I will get into more specific examples, but the possibilities are really great.

The next slide, then, is identifying what, then, would be the profitable customer action that you're after. So this goes directly back to your marketing goals. What do you want people to get from your marketing? You want to have them help take advocacy around policy, around issues, make community changes, right? You want to re receive the invitation to be at the decision‑making table when big decisions are being made in your community. Nothing about us without us, right? It will also create the opportunity to have what they call earned media, which is media relations, which is stories from the news that will be coming to you if you do content marketing very well because you'll be seen as an expert source. You'll be acting as the news source. So if there is a story about a child with a disability that has been abused, they will knock on your door and say, you know, "give us an expert opinion about this issue." Or if there's accessible parking problems, they'll come to your organization then because these are the things that you're talking about in your content marketing. You have to decide what you want to be the expert source on, and the content that you put out will help to establish that and it should come right back to you in being proactive so you don't have to be banging on doors for media sources quite as much. It also provides donor confidence. So in theory it should provide more donor support, more sponsorship and more contracts for your Independent Living center. More volunteers, more volunteer hours, more program referrals for services. So all this sounds really great, right? So we're going to get into some very specific things after this. So now is the time, and at this point, to ask any questions that you might have.

>> TIM FUCHS: Great. Thanks, Carol. So we're going to give folks a few moments to type out questions, and, again, just as a reminder, you can type your question in the chat box. So that's the text box underneath the list of attendees. And then you can also, if you're on the phone, press \*# on the phone and that will put you in the queue, and if you're on the CART captioning screen you can use the chat box there as well.

I know there were ‑‑ just while we wait for people to type questions, there were a few people that had sound problems. Make sure that your speakers are turned on, both in the webinar platform, so that's the speaker icon at the top of the screen above the PowerPoint, as well as your regular computer speakers plugged in, turned on, and that your speaker volume is turned up. If that doesn't work, you can always call in, and I've posted that. I'm logged in as Sharon Finney today, but I posted that 800 number and again it was also in the confirmation email you received. So if at any time you lose sound you can dial into the 800 number. I'll wait few more moments. We have plenty of time for questions today. So please don't be shy. I'll give folks about 30 more seconds pep and, of course, we will have another Q&A breaks at the end of the ‑‑ break at the end of the call. It's okay if there aren't questions, too.

So, Carol, as you can probably see, Lee is asking if you can just provide a little more context and information on crowd sourcing.

>> Carol Voss: Sure, crowd sourcing is anything you want to get information in your target audience. So you can ask them ‑‑ I'm trying to think of a good example that we've used at our Independent Living center. Sometimes we do silly things like which thing do you prefer for a particular day. We might have ‑‑ I'm trying to think of what might be most important in particular with respect to your event planning, although it may be too far down the line at this point for ADA use, but between like what ‑‑ what would the celebration look like for the ADA in your area, but a really ‑‑ an easy way to do crowd sourcing for the ADA would be ask people ‑‑ and it can work and it may not work ‑‑ but it's an opportunity for you to try to get engagement, and you can ask: What does the ADA mean to you would be a really good question to ask for crowd sourcing, because then you're having people tell their story. What does the ADA bring to their life, whether it's the ability to take a bus to their job, whether it's the ability to have a job with accommodations on site, or whether it's the ability to get in and out of city hall opinion that way you can start to build and develop content that then you can repurpose and put out there as a BLOG post, make it into an article for your newsletter, things like that. There might be really powerful stories that you can crowd source that way. So it's asking questions and trying to get contributions from your target audiences around whatever the question is that you want to have answered. And a lot of times if you have an open‑ended question, you might get some really good things. Although you might end up getting some negative comments as well, but that's a whole other topic. I mean, you have to be willing to ask the question and accept the results of that. But it's ‑‑ at the time of the ADA anniversary, it may be a really good way to get people involved ‑‑ if you were alive before the ADA, what was life like? And did you have a hard time getting around? You know, is there ‑‑ have you seen accessibility improvements in your lifetime? Those kinds of things might be really interesting to ask the people that you serve, whether it's in person, with cards, you know, write down what the ADA kind of means to you kind of thing, or whether you do it on social media posts, or whether you do it through your newsletter or your E newsletter and provide an email address for them to respond to. That's a good way to create content from the answers that you receive.

>> TIM FUCHS: Okay. Thanks, Carol. Good tip.

Okay. So Fran wants to know, this is a great question, I bet Beth you could talk for three hours. Fran wants to no: With regard to social media do you feel Facebook is the most effective one to use?

>> Carol Voss: That's a hard question, Fran. It's probably the most universally used, I will say, but it depends on the target audience that you're trying to reach. So for us Facebook is a really good ‑‑ for our donor target, for our volunteer target, for our general expertise and sharing information about different topics and communicating with consumers. On the other hand what we've found is we've been able to expand our advocacy efforts and reach with our target audience that digital and savvy through Twitter. I really like that for media outreach as well. Facebook has changed its policy with respect to who sees posts, and you have been getting much less exposure with Facebook, but I think that Facebook overall for us is probably the most universally used, but eye depends on the target audience that you are trying to reach for different platforms.

>> TIM FUCHS: Great. That was the only question I saw. Let's give another 30 seconds to see if any more questions come in before we go back to the content. There is no one on the phone. I don't see anyone typing. Well, we will continue the presentation, and like I said, you'll have plenty of time to ask questions at the end. So I'll turn it back over to you, Carol.

>> Carol Voss: Okay. Great.

Now that you understand a little bit more about the definitions of content marketing and some possibilities and things to think about within your own existing marketing plan, and how this might start to think about doing things slightly differently, I'll give you more specific examples and how‑to's for this. So let's get a little thoughtful, and we're continuing the questions for ourselves and thinking about what tactics do we already use to help our marketing plan and realize our marketing goals?

So what content marketing really does, as I sort of suggested in the answer to the question about crowd sourcing, is that you can repurpose opportunities for content. So it doesn't stand alone any longer. That's really the crux of a lot of this. So if you, for example, do media relations right now and you're trying to get a story, there are certain things that you may have already compiled when you are doing a press release, right? You have certain facts about the event. You have little snippets of information in your press release, or in the pitch that you're already doing. So a media pitch can land a news story. So that's one thing that you can use, then, the link for the news story to share that. But also you can take the actual pitch, if nobody decides to go for your story idea or publicizing your content, and you can repurpose that into a different story or make it into an issues example. So, for example, in Wisconsin we have snow obviously. So every year we have the media ‑‑ the evergreen media pitch is snow shoveling and the need for snow removal for accessibility for people with disabilities in our community. And so that issue in and of itself creates content opportunities for us to share in a variety of different ways. We're not only pitching our local news sources to do ‑‑ your TV sources to do stories, to do either a television story with providing consumer that uses a wheelchair and has difficulty in getting around if there's snow; we can talk as an expert voice about what this means to people with disabilities in general and the difficulties that it causes to getting to and from work, the health risks, the penalties within our municipality with respect to need for snow removal and if not removed within a certain period of time, I think it's 24 hours there's a fine. All of these different pieces of that story can be made into separate tiny content bites. So there can be a photo of a person outside in the snow with a factoid about the penalty. It can be a BLOG post from somebody that has personal experience or a really scary experience of being stuck in the snow. There's an awful lot of different ways to get content from this one particular issue. So media relations that we are currently doing already we don't just take no for the answer on the press release or on the news pitch. We can make it into other content that is also valuable to be sharing with our target audiences. We also ‑‑ another example for repurposing opportunities for content, we do print materials all the time. So we'll do our own ‑‑ on our copy machine we do flyers for different Independent Living skills training sessions. We can do tip sheets that can also make up an article for our newsletter or another BLOG post or something we can put on our Web site. And all these things can be shared out through digital media, as well as using them in print format within our own building or mailing them directly to our consumers. So it's just thinking again about what do we currently do and how can we repurpose that content and distribute it more widely. We have an E newsletter. The E newsletter is very short. It's very easy. We happen to use Mail Chimp. If you're looking for a free tool that's easy to use we found that Mail Chimp works very well, and we not only distribute an E newsletter about a particular program, for example, in a week, or some advocacy action that's happening, or sharing an event notice through our E news let; we also put that content on our Web site. We also share that content through our social media channels. We try to use photography in that so we can post our photos to Instagram, to Pinterest, throughout other social media channels, and that one action of E newsletter composition can just be subdivided into different other content pieces already, and it can reinforce not only the main message that we're trying to get out through our E newsletter or the program or the action or whatever, but it also creates a different way for different people to see that on a variety of different channels.

On our Web site we actually also have a number of content areas, and I invite you to take a look at IndependenceFirst.org. We change content in certain areas fairly regularly, maybe once a week or so, but on those areas, and on our event Section, we have add than RSS feed subscription. What that means for those that don't know, people can subscribe to updates from those areas. And so they automatically will get an email or see it in their RSS feed reader when things change, and that's another way for them to get their content delivered, but when we do an update we also just share that through fairly easily on our social media profiles, and we might include that as a little nugget at the bottom of our E newsletter. So we're doing what we're already doing, but we just think about it slightly differently and share it in different ways. We also have a BLOG that has an RSS, and I'll talk more specifically about that in a little while. With respect to content marketing, social media is really where a lot of content marketing and repurposing happens. You can share other people's content. You can create your own new content. You can share links. You can share resources. That is a whole lot of opportunity for your content marketing of what you're already doing, and if you think about it, in the interest of achieving your marketing goals and establishing your expertise, share the links that relate to that, and so that just reinforces that. Any video or photography that you take at any of these eats vents that you're doing, or just to create visual interest, can also be added into any of these content pieces. It's what you already have. And maybe you haven't seen it for a while, and maybe you just want to pull it back out again and reshare something like that. If you have public service announcements or advertising that you do, you can also elaborate on the message that's there for your audiences. So you can reinforce that across different channels and create content on your website create content through your E newsletter, your print materials, all of that. That just reinvigorates those ad messages and is consistent and brings your brand to people's mind a little bit easier. You're already doing it. Just think about how you can use it even further.

Events, you can self‑promote your events, of course, but you can ask others to promote your events or collaborate or have a new twist on your events. So you can use photography from a prior event that you have done to promote your upcoming event if that you can have somebody write a little article about how it was a great event and then you can share that. There's just different ways to look at all these different things that you're already doing. What do we already talk about? So there's topical opportunities that you can kind of come up with. There's things that exist that you may not even think about as content opportunities. So if we have a staff potluck, for example, it's a silly thing, but we get so much engagement and so much positive sentiment from taking a couple pictures from our staff potluck and ‑‑ or talking about somebody's retirement, or, you know, basically whatever we do within the organization also becomes part of our cob tent. So this is where staff kind of gets ‑‑ content. So this is where staff gets involved. So we have some employee re relations efforts. As I mentioned earlier, we're big sports fans. We have a day like the sports spirit day. So everybody wears their favorite Jersey or favorite team support and we do have some Chicago bears fans up. So it's Packers and Bears and whatever other jerseys in the football season and we take a picture of staff wearing them. People love that stuff. It adds to the personality and it adds to the image of our organization as being a friend, warm, and inviting organization.

A fund‑raiser event is an opportunity for any number of contents to be created, whether it's taking photos of different people and sharing those things, and, again, testimonials from people who have been there, or people participated in your sessions and they're giving you feedback about this is a great event because this is what I learned. Take that snippet and put it in your newsletter. Our organization helps somebody learn how to ‑‑ how to now take the bus. You know. Or something like that. All these become small nuggets of content opportunities. One way if you have an event, I would neurosurgeon courage you to using a hashtag for your event and using it consistently on social media. That way it creates consistency. People can search on the hashtag. They can do their own posts. And you're getting people to engage with your organization by using the hashtag. Put that on your event materials. Use this hashtag, whatever it is. That way you can use a tool like story‑FI. I encourage you to look at that. It's a free tool out on the web. Story‑FI allows you to search on a topic and pull stories from the web and put it in one place, and then you can share the link. So it tells a visual and text story about what has happened. So one thing that I did was use story‑FI to document an adapt action for example. I saw a video clips. I saw photos that were being shared. I saw Tweets. I saw Facebook. And what I ended up doing was I just pulled these little snippets from all over the web from an adapt action and I basically told the story in less than five minutes by pulling all this content together and sharing the link that and that's a really powerful tool, then, because people can see what happened. People can see others engaged. There's visual elements, storytelling elements. Check it out. It's really an interesting tool and it doesn't cost you anything to use story‑FI. If you have or own actions, if you have your own events, you can do that. That might be helpful for your event content creation. So for actions and rallies you're going to get photos. You're going to get video. Definite lay share those and use those in different ways. There's also seasonal and holiday content that you can create, whether it's just decorations within your Independent Living center, people love that, people love to see that you are celebrating a variety of different holidays. Again, I mentioned the shoveling story. Some things are sort of evergreen that come up year after year based on the holiday dates and the climate. Anniversary dates, that's something else you can create content around. Or just mention it. When were you founded? I'm sure you know that date. Historically significant dates, including the ADA anniversary, the Olmstead Decision, famous people with disabilities, birthdays, all these things are out there, and once you get a calendar that puts sort of some of these items down on a calendar list, it becomes clearer and easier for you to plan ahead for, oh, okay, we're going to talk about that, talk about that, within this week we're going to talk about what the ADA means to someone, what the titles of the ADA are, what that means to people that we serve. There's a wide variety of ways to plan out your content marketing.

And so on the next slide we talk more specifically about developing your content marketing plan. So when you have all these answers, you know what you're good at, you know what you want to be seen as be an expert for, you know the kind of news and content you want to be sharing, you can establish certain dates to your content throughout the year, you can establish certain roles that people might play in your different departmental areas. So you want to tap into the staff existing expertise and share it, and also you might want to share more from a personality standpoint about what your staff might be in outside of work, too, especially if they have some sort of disability and you want to show as part of your expertise that people with disabilities can have the same goals and dreams as people without disabilities do. And here's an example of one of your staff that do ‑‑ I don't know ‑‑ hang gliding or something on the weekend and whoever would have thought that would happen. Or something like that.

If for some reason you feel you have no perceived expertise in the community, you have the opportunity to create perception. So you establish your expertise within your staff by not only developing staff thoughtfully but you can intentionally decide that you are going to be identified as the leader in your service area for specific areas... transportation, employment, Independent Living skills development, accessibility in the community, you know, access to education, community living options, long‑term care in the community. So there's some tricks that you can do to try to identify content that would help to create the perception of your expertise even further than what you currently have as you develop that expertise.

The next slide is really getting into how you can create content in a very easy way, in a couple different ways, categorical ways to do this. So it's the first thing people think about is creating content. So it's all new stuff, new articles, new videos, new photos, new stuff. And it's your own original thinking and your own original items. So, yeah, you can create new things, of course, and you already probably do that for your newsletters and, again, you want to just share it in different ways. That's definitely one way to generate your content marketing plan. Another way that's kind of a tip is to have more of a curator style. So what you can do as carefully choose from your existing content what you want to curate. You share really the best stuff. So you can use different news sources, for example, that you subscribe to and you can just share articles from, let's say, Disability Scoop, from NCIL or some other reliable disability sources. It's already there for you. It's a matter of sharing the links and sharing them within your target audience area, because not everybody reads Disability Scoop, not everybody reads NCIL stuff and you're helping people in the community to find the content that they ordinarily wouldn't see, and that's really the key to content marketing, is bringing things to their attention. Another technique is aggregating. You have one place to put it. Maybe on your Web site you have a list of resources relate to employment for people with disabilities. So you basically pull in resource lists on your Web site and you're aggregating then that content in one place and you share the one page. That's another way to do that. And so story‑FI is one way to do it. Paper Lee is ‑‑ it's PAPERLI. That's something that's used on Twitter and it basically identifies topics that you set up in this system, cloud based system, for free, and it follows and scours the Internet, and it provides articles in one place in like a newsletter every day or every week, and then you just share that, and it automatically shares it for you even. So that's one content aggregation tool that you can look at. Another content aggregation tool that I would suggest that you take a look at is Scoop.It. Scoop.It. It's like a web page and you set up and it looks through whatever sources you tell it to look through. It can be "New York Times," the "Washington Post," a wide variety of national or local resources under topics that you specifically identify with key words. It could be disability. It could be accessibility. It could be wheelchair sports. It could be any number of things. And it looks across the Internet and it tells you that there's articles, and you decide if you want to put the article on your page and then you share the page.

If you look at, and you're on Twitter, if you happen to look at Twitter and you check our Twitter account at independence1st you will see today I tried to use the resources to show you kind of some things that are examples of things that we use. So today I used Scoop.it to generate a story that talked about Jimmy Kimmel giving the Prices Right winner who won a treadmill but she used a wheelchair a different prize. So I scooped this article and stuck it on our page. You will see what that looks like if you want to take a look. The other thing I did today is an example of paperli, and you will see someone else has an Paperli and I acknowledged that and you will see how we were listed in their account. Another way that you can ‑‑ back to the slide, another way that you can generate content is regurgitation. That sounds silly, but it's a combination of curation or aggregation in a new way, but it also can be just sharing posts across platforms. So Facebook, for example, you can set it up to feed into your Twitter account. And so if you look at independence1st you will see our Facebook feeds, and we have three pages, flows to our Twitter account. So you'll see links that are indicated as Facebook links. Another way to have content marketing generated is, again, cross pollinating. So you're using the same piece of information across different platforms. So if you do an E newsletter you share the E newsletter link on different platforms, as well as sending out the E newsletter, as well as putting it onto your Web site page. So you're distributing it to different places with different target audiences with maybe some slightly different language, but you are reusing the content and cross pollinating across all your different channels. So the next slide gets into a specific example of how we create content and how we use it within the Independence First, and it's our BLOG. In our BLOG we have identified experts at our Center for Independent Living on a variety of different topics. We have somebody who talks about assistive technology. We have somebody that talks about employment issues. We have somebody who talks about accessibility and the ADA issues. We have someone who talks about housing accessibility. We have someone who talks about wheelchair sports. We have someone who talks about long‑term care in the community. And so there's just right there six people, and actually we have more than that. We have probably about 10 people that contribute to our BLOG. So with those 10 people, they each get rotated. Once a week they are responsible for doing a BLOG post. It's like an article. It's less than 500 words. They're responsible to do one post a week during their week that they're assigned, and that really amounts to, you know, every couple months they have a BLOG post that they have to do. Which also happens to coincide with their need to write an article for our newsletter. So many times their BLOG posts will be related to their newsletter article. So it's, again, repurposing and reusing their time appropriately. One of our requirements for our BLOG posters are also to add value beyond our own stuff. So they're talking about an issue, and they're including links to other either Independent Living centers, resources in the community for people to find out more about this particular issue, and so there's value added into each BLOG post by adding additional links. So it's not just about our Independent Living center but it's about the issue, and a perception about the issue from one of our staffers that is identified ‑‑ they've been identified as an expert and the more they BLOG the more they become an expert voice. We also have a requirement that we look for at least one image to go with each BLOG post to create some visual interest. That image that is used either on Instagram or our Pinterest page as well. So we have photo links. We have resource links for news and other issues, we have the BLOG post itself, and we have the BLOG post that's converted into an article, all in the same content topic, and really not doing much more work than what it is to create the BLOG post to begin with opinion. Then we share that across all our social media platforms and share it. So there is a lot of different ways for one BLOG post to be shared and we're trying to be thoughtful about creating our expert voice. It happens, then, that we have all these BLOG posts that have been happening, we have now raised visibility for our organization around the topic areas that we choose to be posting about. The media has now become much more aware of our expertise in talking about different issues, and it's really helped us to be able to gain more, I guess, of an authority voice, a recognition for our organization, and really push our advocacy issues. So we are building educational awareness. We are establishing our expertise, and it's a content marketing virtually no‑cost solution for our organization that happens on a weekly basis and is shared equally across the organization between staffers that are not marketing staffers but they're just staffers that know what they ‑‑ know what they know and do what they do on a regular basis. So check out our BLOG add independent first.org/BLOG if you would like to see that. But we also share all of those things across social media. An example of content curation for our organization is really, you know, as I mentioned earlier, we really try to subscribe to E newsletters that are appropriate for topical news relayed to disability and access from across the country. So we get ‑‑ we get newsletters that come from other organizations that we take links from, and we post those and share those, and in our constant curation we also use Scoop.it on a regular bays and that's delivered to our inbox, and we use that some hashtag searches. So we can look at #disability, #accessibility. You can pick whatever your topic of interest is and you can do a quick search on that hashtag on Twitter or a topical keyword search on Pinterest or any other of these platforms and you can find more content for yourselves to share and to curate, to share for your organization. Follow other disability organizations on social media platforms and repurpose their content. So give them credit, tag them, share their content, but share the best content. So we encourage you to do that from us, but we also try to do from you. If you want to check out our Twitter profile@independence1st we have also created lists of top come experts of Twitter groups. So we have a disability list. We have a center for living list of users, and so we actually have these lists that you can follow to be able to help you find more of these news articles or things happening around the country that you might want to start sharing in your content marketing plan. And when you do your own posts, please use the hashtags that you do for your topics consistently as well, because that helps other people find you, and that helps establish your expertise within those different topical areas. So we typically will use disability and accessibility hashtags on a fairly regular basis. The next slide is an example of content aggregation. I mentioned some of the sites already, the story‑fi, paperli.

>> EURBGS: As a play to start. I ‑‑ but also on topics that we're looking for getting more information on. And it gets delivered into my email inbox. So that's not a lot of work either. Set up a Google news alert and it comes right to you. Again I do search on the different hash tags. Next slide is content regurgitation. You basically can already have all these resources and decide you want to the another post or article, top five resources on ‑‑ or top five tips on something. You already have the content if you've done some of this work and you just repurpose it into a usable bite of information and you can put it in one place online, whether it's your website whether it's your BLOG post, whether it's on a social media platform like Facebook. Share links and content other people have posted, do retreats, do sharing from different platforms. And I already talked about the Twitter list. The next slide is cross pollinating. Just change the language slightly on your profiles and just repost the same content at different times of the day. Specifically on Twitter you might want to post it more than once in a day because Twitter in particular, the feed goes very quickly. So if you can't see it in a feed, it goes away. So you can post the same content a couple times a day, and you can also use automated posting through tools like Tweet Deck or Hoot Suite that can automatically post the things for you and you don't have to physically put it out there. You can program it to do it and it does it right for you.

E newsletters, again, link back to all these different places. Link back to your Web site. Link back to your social media profiles. Cross pollinate your content. The next slide is specifically an example of what we're trying to do with the ADA anniversary. We have chosen to use #ADA25MKE, which is actually the ADA 25th anniversary but in Milwaukee. Why did we decided to this? Why did we decided to this as a content marketing opportunity? Because we decided we want to own the ADA in our area, in our service area. We want to be the lead in the celebration in our community. We want to show that we're thought leaders related to the ADA, that we are educating the community on the ADA, that we are advocating on the issues related to the ADA, and to continue the improvements the ADA had set out to do and to be the go‑to resource for media and for the community on these topics. So we really wanted to make a concerted effort to not only celebrate the ADA but use it as an opportunity to talk about issues related to the ADA and what's happened, how it happened and what's possible moving forward in the future. So we're picking a hashtag and we're posting using it. We're also encouraging all the other partners we have in the community to use it as well when they're doing their posts. So it's creating a movement within a movement. We are planning emails, and we're providing social media posts to all of our partners that we're talking with and that are participating in the celebrations with us, as well as our direct consumers that are involved with our programs and our referral swords. So these things are happening and will be happening moving forward, even though they might not have started some of the stuff until we get closer to the anniversary. But we're trying to be intentional with the ADA celebration within our community. I encourage you to do the same. Creating a calendar of ‑‑ weekly posted related to different titles of the ADA, for example, relating to the history of the ADA. There's plenty of content that's out there already, whether it's through the ADA legacy bus tour sites, the ADA anniversary site, as well as the different disability organizations and your DBTACs out there related to ADA topics. Just take a look. Use them. I encourage you to use the ADA legacy media kit that's out there and the ADA anniversary media toolkit that's also out there. Right there they've provided an ample amount of content for you to kind of scale and repurpose for yourself. So look at post opportunities for your own organization's activities but also share content related to the ADA that exists out there, and it's very well developed already for you. You can also create tactics to really try to reengage young people. Maybe they have never been engaged before. Reengage the people that have played a really important role in the ADA passing that have kind of fall Evan off and may not be as engaged. So trying to get them to participate in not only the events for the celebration but the events leading up. So with respect to crowd sourcing, how has the ADA affected you, is a good example of some of the things we are going to be trying to be doing. There is a template on the ADA legacy Web site in their media kit that you can download, and it's little cards that people can fill out when they come into your office, when you're in the community you can ask them ‑‑ you could stand out on the street corner and asked folks to talk about the ADA, even if they don't have a disability, just to get them thinking about it. And then you can take all their feedback and you can create it into a news article, you can create it into a BLOG post, you can share individual comments without necessarily saying who it came from but saying, Joe, and not using a last name, says the ADA means to them this, that and the other. It's a good way to start conversations and build awareness around the ADA. In terms of creating content, again, the BLOG is a great tool. Photography would be a great tool. Like what does accessibility look like? Take pictures of a ramp. Take pictures of your curb cuts. You can do video vignettes and then it's very easy to add captioning now on YouTube if you have a YouTube channel. You can profile people in your photos and in your videos, in your newsletter. So you're already doing this stuff. It's just a matter of thinking about how do you reuse, how do use it better, how do use it many times but it comes across as very different each time. You already have flyers with the logo or you might be having a thought about using a hashtag. Just make sure you're consistent about using it and put the information on web page in your Web site so that you're creating an aggregated Web site of content related to the ADA. You can also create resource pages related to ADA content.

The next slide shows some additional examples of sharing news articles and social profile from organization to organization related to ADA celebrations, related to the national efforts, related to the local efforts. Start a Pinterest board related to the ADA if you have a Pinterest profile. Just some other suggestions. Create a Scoop.it page on ADA issues and then you're pooling in news article and they been you share the whole page or you share them individually at you go. Make sure that you search the hashtag ADA 25 which is the national hashtag and you can ‑‑ that would be a quick way for you to identify some activities pick and roll going on around the country that you can identify with for your organization or localize it. And then finally, of course, cross post all these things.

So the bottom line is, I've talked a lot about sort of high‑level ideas but I just really wanted to get you talking and thinking about what do we do right now, who are we as an organization, what do we want to better identify for our community and target audiences through the use of repurposed or new content marketing as a strategy. So ultimately why is content marketing a good idea for Independent Living centers? I would say it's really low cost, it's scalable, you can do something once a week. You can do something multiple times a day. You can look at what you're already doing and it do it a little bit differently and be a little more mindful of that. That's what content marketing is about, it's thinking about and looking at things differently. It establishes brand and familiarity with your Independent Living center. It establishes expertise you already have and maybe nobody knows about and maybe you can build on that and create a broader impact and more media relations that will get you even more brand awareness and it indication as an expert in your community. It's easier to provide solutions and be at the table if people are much more aware of you. So the reasons why you buy advertising stew raise your brand a‑‑ is to ray your brand awareness but advertising costs a lot of money. There's a lot of free activities and tools available out there on the Internet that can connect your existing content and create in a different way that once you're just aware of it and you use it a little bit, it becomes very easy. So it just takes a little bit of time on the front end and you can make it work for you. What I would say is at our organization we probably spend maybe 15 to 30 minutes at the most on this content marketing stuff in a day, or in a week if we decide we don't have time for it. It doesn't take that long once you have things said up. So think about that. It does strengthen your advocacy position if you choose to share topics opinion it educates the community who otherwise wouldn't know about it or think about it, and you're raising visibility for those issues and providing value to the target audiences you serve. It is a next generation expectation. So this is a little bit of a cautionary tale. People who are digital natives, use the Internet on a regular basis, and that's more and more people, and that's a very common experience, it is becoming for organizations, nonprofit and corporate, a next generation expects you to provide valuable content that will resonate with them in a variety of different ways. So it's something to plan ahead for even if right now you don't feel like you have the band width for it at your organization. Think about it when you're moving forward with marketing strategy and see if you can dabble in it a little ‑‑ little by little and spread it out around your organization. Have people throughout your organization look for news articles, or they're probably sharing it through your email networks within internal audiences. Just take it and make it face out externally and comment specifically from your organization on it, and that will go a long way to identify your organization as an expert resource. It is strategic. It is proactive. You can create what you want to become by using content marketing without much cost. The next slide is, again, why strategic and proactive. Because it's something you can do now to anticipate future needs for your organization and grow and create the perception that you want to create as you move forward. It establishes and gains public trust and you want that for when you're doing advocacy and policy change. It can increase your consumer referral for your different programs. If that's one of your marketing goals, that's something that you can think about as you're creating new content. And valued content for your referral sources. Establish better relationship with existing referral sources so you can tag them. You can acknowledge them in your print newsletter. You can acknowledge them in E newsletters. It's just different ways to do that, create a thank you list of your sponsors for something. Create a specific content piece about a particular donor of yours, for example. Creating more information about how you work together with another organization. All these things are stories that are not being told but are interesting to people in different target audiences and they create the perception of appreciation to people who are your referral part in other words, consumers, volunteers and donors. And you can establish new relationships by doing these intensive things with people that may not ordinarily see you but they say your friends commenting on something or they see your ‑‑ their friend sharing your information, and it's broadening your audience naturally without additional cost to you. And once again, it creates media relations opportunities for your organization by establishing your expertise. And so we're to the area where you guys can ask questions finally and I hope you got a little bit of food for thought on how you might be able to do some content marketing for your different activities and repurpose your marketing initiatives already today. So opening up to questions for the last few minutes.

>> TIM FUCHS: Thanks, Carol. We have about 10 minutes for questions. As a reminder, you can type your questions in the chat on either the webinar or the CART screen, and you can press \*# if you're on the phone, and we'll check in. I have a few questions that came in while you are talking so we'll start there. First Deidre asked: Do you think it's best to have multiple people representing an organization on social media or is it best to have one person do that?

>> Carol Voss: I think you have no choice but to have back‑up folks. I've actually been approached by a couple different organizations that have been in the situation where they only had one person who was a poster and that person left, and so they didn't have passwords. They didn't have an understanding of the strategy, because it wasn't clearly communicated. And so that's just a little cautionary tale that you really want to have a duplication and a ‑‑ I guess cross training on some of these things. At least so that somebody can, if they take a vacation day, or if somebody happens to leave or something tragic happens to someone that you have the ability to continue on your path without too much difficulty. So I would say as long as you have an understood marketing planned and you have your strategy with tactics for using the different social media profiles that's understood by more than one person then you're probably in a good shape. I will tell you that in my own organization my associate here is the primary Facebook poster, but we talk regularly on what should be part of our content strategy. So I always know what's going to be posted, and if something else kind of hot comes up, like something on a Friday that's like a going away party for someone or a retirement or something and we want to just kind of jump in on the content plan, we're agile enough to be able to shift our content plan, and we just talk about it, and we say, okay, there's a great visual here. Staff just came in with their baby and we want to take a picture. Something silly like that ‑‑ I mean, it's not silly, but it's something that doesn't seem like it would matter, but it creates such a positive for us through Facebook. We get like 30 likes on something that's a baby picture. You know, staffer came in and is visiting their co‑workers that that so just the ability to be agile and communicate regularly is important if more than one person is going to do it, but if you have a clear content calendar you're going to be in good shape no matter who does the posting.

>> TIM FUCHS: Okay. Good. That's great.

Next question from Andrea, and Andrea is wondering if you have any suggestions for effective marketing in very rural areas. She says most people in our target audience don't have Internet or computer access. They currently utilize mailings and a newsletter but they're looking for more options. What would you suggest?

>> Carol Voss: Well, one of the thing that we've done in our organization is we actually created a news service because we had a similar problem with people with disabilities that didn't have Internet access. So our ‑‑ one of our solutions was to develop a computer program and work with an Internet provider to provide free Internet for folks. That's obviously a larger solution to this issue but it's something we took very seriously because we know to be competitive you need to have employment skills and to be able to not be isolated and have peer support in those situations you need to have some Internet service so that you can either ‑‑ as an alternative to a phone call or in person visit you can have online peer support or access that way. But from a dependent on direct mail standpoint or a newsletters, maybe there is an opportunity to have smaller more rural self‑‑driven activities that could be promoted with having some virtual component. Like I know we ‑‑ for our office we have the ability to Skype into people if they're not available. And so if there's a location in a rural location where a few folks want to get together for a peer support group you can still promote it in writing, and also, you know, in indirect ‑‑ in direct mail and through your virtual methods, but maybe that's a way to start thinking about if you can have somebody hook it up, or have an ability to use, say, a Google Chat. There's some free opportunities there to use the technology, but you don't have to be there in person. If one person has access, many people might be able to benefit. I can think about that some more and get back to you if you're interested. I would encourage you to follow up via email, but off the top that's what I would say.

>> TIM FUCHS: Okay. Great. I know, Carol, at the marketing training that we worked on together in Minneapolis this came up, and the content of what people were sharing was largely the same, but the methods were different in rural areas, and I know that a lot of centers in rural areas were actually extremely effective because they knew that people still wanted hard copy, but they got that same content that you've talked about developing out in a different way by going where people were going. So thinking about, instead of posting on Facebook, maybe flyers at the elk lodge, flyers at church, small‑town newspaper ads. So I just ‑‑ I just wanted to mention that because it had come up there and that seemed to be sort of an ah‑ha moment for everyone one in the room when we said, you guys already doing this, your audience. So I just thought I would share that.

>> Carol Voss: That's really helpful because I think a lot of us get sort of caught up in the technology because of serving different people and different audiences fairly easy and low cost but the reality is that there are still tried and true, traditional methods where you can do ‑‑ stack the flyers, or there are media outlets that are interested in doing public service announcements, or donated space in your local community news, or maybe that's the best way to do it, or distributing through your schools, or senior centers, or, you know, some town hall opportunities that are still very tried and true. So this presentation is not to say that you should eliminate those activities but it's just a way to repurpose and think about these activities moving from traditional to virtual in order to reach additional target audiences and get more exposure.

>> TIM FUCHS: Great. I am going to go out of order on the questions here. This is related. The folks at ABIL want to know if that independent first's newsletter is strictly sent via email or if you also send hard copies out?

>> Carol Voss: We still have the hard copies. So we do quarterly newsletter that's about ‑‑ it's like a magazine format, about 20 pages, and then we do a version of that electronically as well that's hosted on our website and then in between we're using the E newsletter format and flyers for different activities. So we have a mix of things.

>> TIM FUCHS: Okay. Good. Erin is wondering if you can give her tips on Pinterest. She says how do you use Pinterest. How might she get started?

>> Carol Voss: Pinterest is actually easier than we ever thought. It doesn't even require our own content. It requires sharing content from the Internet. So because I read the news a lot and because I see things on ‑‑ it just requires a different mindset. There is a button that you can download on Pinterest that will automatically you can click on it and it will kind of scrape the site that you see of the photo and put it on a pin board you have set up. So for us we use it, and check us out at Independence First. It's independent1st on Pinterest. We're using visual to promote positive visuals of people with disabilities. Also some funny stuff. Some real life articles about caregiver issues, accessible travel, accessible homes. I think we have something like 20 pin boards, but it only gets populated when I'm on a news article and I click my pin it button and it says do you want to pin this to whatever board, and I say yes, and then it automatically does it. So that's what we do. We use it as a visual description of our brand and what's important us to from an advocacy standpoint. So we have some good humor there but some real life challenges. But we don't have our own images. We don't have an instance to use Instagram. We don't have the ability to do. But Pinterest serves that interest for us.

>> TIM FUCHS: Final question, I shouldn't even do this, but Royce wants to know if you can get him tickets to the Packers game.

>> Carol Voss: No, I can't even get tickets to the Packers games. Those are hard to come by!

>> TIM FUCHS: Already. Better luck next time, Roy. All right. Well, that was the last question that I saw, and here we are at 4:29 on the East Coast anyway. So I'm going to go ahead and begin to wrap up. Carol, thanks so much. Really great job. As you can see on slide 31 here Carol has been generous enough to provide her contact information, and with someone like Carol there's a lot of ways to connect. So you can email her. You can connect on linked in. And she has provided all her other contact information, too. So go ahead and use that, whether you just want to connect with her or whether you have a follow‑up question. Speaking of follow‑up questions, since we're wrapping up now, if you have a question that pops up in your head or comes up in a conversation with a co‑worker tomorrow, don't hesitate to reach back out. Carol and I are always happy to take questions after the fact. You can connect with Carol or you're always welcome to email me and my email again is just tim@NCIL.org. Whether tomorrow or six months, don't hesitate to reach out.

Then I'm going to go ahead to Slide 32, and this is that evaluation that I mentioned. And for those of you that do these calls often, you know I'm being truthful, it really is short and easy to complete. We take them very seriously. Again, you might win a $25 Amazon gift card. Please click on this and fill it out to let us know what you thought. If you don't have time to do it right now, you can get that link in the confirmation email that was sent to you. Okay. Thanks again, Carol. A really great job. Thanks to all of you for taking time out of your day to join us. And I hope you'll be able to put this to practice and let us know if we can help in the future. All right. Have a wonderful afternoon. Take care, everybody. Bye‑bye.

>> Carol Voss: Thank you all.

>> OPERATOR: Audio recording for this meeting has ended.