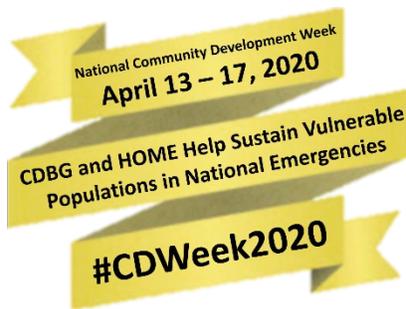


# National Community Development Week

## Revised Tool Kit for 2020



### Overview of National Community Development Week:



National Community Development (CD) Week, April 13-17, 2020, provides the opportunity for communities to highlight the impact of the U.S. Department of Housing and Urban Development (HUD) Community Development Block Grant (CDBG) and HOME programs in a weeklong celebration with Congress, program partners, program participants, and the public. The objective of National Community Development Week is to educate the community and Congressional Members on

the CDBG and HOME programs, their impact on the community, and the need for increased program funding. For questions about National Community Development Week, contact Vicki Watson, Executive Director, National Community Development Association (NCDA) at [vwatson@ncdaonline.org](mailto:vwatson@ncdaonline.org).

### Timeliness of National Community Development Week 2020:

- **Social Distancing:** Most all communications are transitioning to an online platform at this time. Prepare content to connect with the public, elected officials, and other stakeholders through virtual platforms such as websites, webinars, emails, and especially social media. Join the national conversation on social media with **#CDWeek2020**. Op-eds in the local newspaper are also an effective option.
- **COVID-19:** How are CDBG and HOME programs assisting directly or indirectly with sustaining vulnerable populations during this national emergency as well as assisting with recovery? Examples: housing, food banks, services. Use **#COVID19** or **#COVID19US**.
- **2020 Census:** It is important to educate the public how the grant formulas are influenced by the Census data as well as project selection is often justified by census data, encouraging participation in the Census process. Please use **#2020Census** with any Census related content. Census social media content can be pulled from: [https://2020census.gov/en/partners/outreach-materials.html?tagfilter\\_list\\_copy=Type|2020census:type/social-media](https://2020census.gov/en/partners/outreach-materials.html?tagfilter_list_copy=Type|2020census:type/social-media)

Where to locate the district office information for your Congressional delegation:

- House of Representatives: <https://www.house.gov/representatives/find-your-representative>
- U.S. Senate: <https://www.senate.gov/senators/contact>

Limited English Proficiency and Disability Communications Access resources:

- <https://www.lep.gov/>
- [https://www.ada.gov/regs2010/titleII\\_2010/title\\_ii\\_primer.html#communicating](https://www.ada.gov/regs2010/titleII_2010/title_ii_primer.html#communicating)

## Social Media Guidance

NCDA is on Facebook ([fb.com/ncdaonline](https://www.facebook.com/ncdaonline)), Twitter ([@ncdaonline](https://twitter.com/ncdaonline)), and LinkedIn Groups and Pages (Search “National Community Development Association”). If you have any questions about social media, you are welcome to reach out to Melissa Pond at [mpond@ncdaonline.org](mailto:mpond@ncdaonline.org).

## Importance of the # (Hashtag) - #CDWeek2020

Hashtags (#) label posts for ease of searching for social media content by topic. When organizations do not use the hashtag, that content is discoverable searching keywords, e.g. “Community Development Week;” however, the hashtag is clickable and can pull together the content under one umbrella very quickly. This increases the chances of engagement with others who are posting about the same topic. Engagement drives reach. The more reach the posts have, the more “return on investment” of the time staff is putting in to social media posting. This is most effective on Twitter but can also be useful on other platforms as well, particular for search ability.

## Advice on Personal Branding

- Keep your personal and your organization voice separate. Interact between the two accounts if comfortable. For example, like and share the organization content as yourself. Be aware of privacy settings. (Boilerplate: “Postings on this site are my own and do not reflect or represent the opinions of the agency for which I work.”) Do not use your government email address for personal accounts, for various reasons.
- Review agency social media policy; seek required communication reviews, permission to disclose public information, and permission to tag.
- Participate in live events (such as Twitter Chats or Facebook Live). Join or start a group. Tweet and share using relevant hashtags. Be a thought leader.

## Content suggestions:

- Blog posts (ex/ Blogger.com, WordPress.com)
- Videos (ex/ YouTube.com, Facebook Live)