Logging In with Community
The Task at Hand
Research Process
Interviews with Neighborhood Leaders & Internet Research

Widening our research from our neighborhoods, to thousands across the country
Compiling our Research

Necessary Background Information

Solutions and Strategies
Findings
Marginalized Communities

Black, Indegeinous, and People of Color (BIPOC) + Immigrant Communities

- Develop a relationship with the community based on building back trust
- Be creative in disseminating information.
- Translate if necessary
-Ways to accommodate residents who have a vision impairment:

- Convert Plaintext to Braille

-Screen Reader Compatibility
Optimizing Your Meetings and Webinars
3 Ways to Secure your Zoom Room:

- Pre-register
- Waiting Room
- Passcode
How to Handle “Zoom Bombing”

1. Make sure the before the meeting or webinar.

2. Allow only the host can share their screen (you can change this settings in the meeting if need be) and make sure the setting “Only the user who is sharing can annotate” is on.

3. Use the key command Alt+M to mute everyone but the host.

4. Optionally turn on the setting called “Request permission to unmute”

5. Know how to remove someone from a meeting and turn off the chat.
Communication in a Zoom Room

- Q&A
- Polls
- Experience Feedback
- Webinar Survey
- Non-verbal Feedback
- Meeting Reactions

Chat
Increase Accessibility with Zoom Features

Turn On Closed Captioning

Make Use of the Language Interpretation Option for Sign language or Second Language Interpretation.
Technical Accessibility

Disable Group HD Video

Allow “Join From Your Browser” and Join from Telephone Options

Remote support
Allow meeting host to provide 1:1 remote support to another participant
Reach More People Hosting Cross Platform

AND/OR

Facebook

YouTube
Get Social

Most adults are on Facebook and YouTube

Use of social media platforms by age group in the US

The share of adults in the United States who say they ever use the following online platforms or social media apps in 2019. This is shown by age group.

This is a visualization from OurWorldinData.org, where you find data and research to make progress against the world’s largest problems.

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Create a Facebook Page for Your Neighborhood

Control Tone & Content

Establish roles

Create a social media Code of Conduct for leadership.

Community Rules for page

Connect to the Neighborhood

Invite neighbors to like the page

Like neighborhood businesses and organizations

Join neighborhood groups
Work the Algorithm

Use relevant, good-quality images
Use #hashtags
@ related pages in your posts
Post regularly
Create and share events
Interact with your posts
- Likes
- Shares
- Comments
- Replies
Video Libraries and Privacy

Use targeted audiences on Facebook.
Use unlisted videos on YouTube.
Managing Your Social Media

Use Hootesuite & Google Alerts for:
- Scheduling posts
- Social Media Listening
Virtual Workplace

Organize all work by project or topic
Store all documents and discussions in one place
Easily find old project or topic materials
HELP/OK Signs

Volunteers walk the neighborhood daily.

Establish a communication channel to get needs met:
- Facebook Group
- Slack Channel

Print and Distribute Help/OK signs.

Explain system in newsletters and Social Media pages.
Accessibility Making a Phone Tree

- What is it?
- How can you make it?
- How do you use it?
Path Forward: Resource Handbook

- Community Engagement Handbook
  - Strategies, information, and local resources
  - Available by the end of May at http://www.inrc.org/
Thank you!