

# Sharing Your Platform:

## A Guide for Spreading the Word





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## Social Media

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Share your platform on your social channels! Keep your audience connected on Facebook, Twitter, and LinkedIn. Below are some examples to get you started.

### Facebook

Introducing [Customer name]'s brand new social care website, [Platform Name]! [Platform Name] is powered by @itsfindhelp and was created to help you easily find and connect with helpful programs in your area (or anywhere in the U.S.!)—just enter your ZIP Code and you'll immediately find local programs willing to help you. Best of all, it's free. Check it out – [customer community site URL]!

### Twitter

Have you heard of our new website, [Platform Name]? Powered by @findhelporg, you can find hundreds of social services, in seconds, all across the U.S. All you need is a ZIP Code. [Short code URL to customer community site]

### LinkedIn

Introducing [Customer name]'s brand new website, [Platform Name]! [Platform Name] is powered by @findhelp and was created to help you easily find and connect with social service programs in [city/county/etc] — just enter your ZIP Code and you'll immediately see programs in your area. Best of all, it's free. Check it out – [customer community site URL]!

### Pro Tips

- If you haven't already: like and follow community organizations that you'd like to claim their programs.
- You can tag them in posts to start the conversation.



## Email Outreach

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Share your platform with those in your network via email! You can encourage community partners to claim their programs and use your community site to navigate on behalf of their clients.

An email campaign during the first month of your go-live is also a great way to keep your staff engaged and to encourage them to incorporate the platform into their standard workflows. Below are several examples to get you started.

### Email to Community Organization Partners

Hi there, [Name],

[Personal anecdote, if appropriate]. I'm writing today to introduce you to [Customer name]'s brand new website, [Platform Name], created to help people in need find and connect with the vast (but sometimes hard to navigate) social service programs in [city/county/etc]—just enter your ZIP Code and you're immediately off and running. Best of all, it's free.

Because of the great work [Community Organization name] is doing, I'm reaching out to ask you to claim your program listings on [Platform name] by clicking here [Platform URL/claims] (it's 100% free). You can also [watch this short intro video](#) to learn more.

Claiming your programs will allow our organizations to seamlessly work together to help people in need access your services. Once claimed, you can update your programs' details and contact information at any time to make sure [Customer name]'s [clients/patients/members] can access your most up-to-date services, and those in need can easily connect with you. Additionally, there are several free tools you can use once you claim—[learn more about these tools](#) from our partner, findhelp. Please don't hesitate to reach out with any questions. Thank you again for the work you do, every day.

### Email Campaign for Staff Navigators

#### Week 1: We're Live!

Good morning everyone,

We just launched our new tool, [customer staff site title / link]! This new platform will help you & the [clients/patients/members] you serve connect with local resources. It can be accessed via the [add link to intranet site or vanity URL where your staff platform can be accessed].

[Customer site title] allows you to search for all sorts of reduced-cost or free services being offered in our community – plus, it's also free for [clients/patients/members] to use on their own!



### Try it Today!

*[Use if you haven't implemented Single-Sign On (SSO)]*

Go to [customer staff site title / link] and log in. Each of you has your own login for this website. By logging in, you can save programs you use often as favorites, write notes about partners and programs, and refer [clients/patients/members] to social services! If you don't remember your password, click "Forgot Your Password?" and follow the prompts to reset it.

*[Use if you **have** implemented Single-Sign On (SSO)]*

Go to [customer staff site title / link] and log in. Each of you has your own unique account for this website. Log in via single sign-on (SSO) using your [organization] email address and [Outlook / standard / etc.] password to save programs you use often as favorites, write notes about partners and programs, and track referrals made for [clients/patients/members] to social services!

### Did you Know?

Our partner, findhelp, has a Support Center with [short training videos](#) you can watch to get started!

## Week 2: Start with a Search

Hello again everyone,

We're on week two of our [customer staff site title / link] go-live! Using the site is easy – take a minute now to try it out:

1. Simply login at [customer staff site title / link]
2. Enter the ZIP code of your [client/patient/member] into the search bar
3. Browse the top categories you see (Food, Housing, Goods, Transit, etc.), and choose a subcategory.
4. You'll see three types of filters at the top of the page – Personal Filters, Program Filters, and Income Eligibility. Try these out to narrow down the search results and find programs and services that meet the needs or opportunities of the person you're helping.
5. You can sort the results (top right of the page) by Relevance or Closest (distance).

### Did You Know?

After you've entered your ZIP code, you can use the search bar in the top left to find programs related to keywords like "rent assistance" or "prescription delivery" or personal attributes like "veteran" or "seniors".



### Week 3: Connect Your [clients/patients/members] to Resources

Hello all,

Connecting your [clients/patients/members] to a program that can serve their needs is easy on [customer staff site title / link]! The teal button on the right corner of each Program Card will tell you how to connect with that particular program. When you refer a [client/patient/member], the program can reach out and help them. Below is a quick guide to what happens with each connection option.

Direct Referrals	
REFER	Send a referral to the program.
APPLY HERE	Send a referral to the program and complete a screener to share eligibility information.
Logged Referrals	
APPLY ON THEIR SITE	Complete the program's application on their website ( <i>then log a referral</i> ).
CONTACT	Get in touch with the program through a form on their website ( <i>then log a referral</i> ).
SCHEDULE	Schedule an appointment with the program ( <i>then log a referral</i> ).
SEE NEXT STEPS	Review instructions to get in touch with the program via email, phone, or in-person ( <i>then log a referral</i> ).

#### Did You Know?


If you make a referral for a [client/patient/member] and select email as their preferred contact method, that individual will receive an email with the program's contact information and buttons they can click to update the status of the referral and let you know if they've received help!




## Week 4: Saving Favorites, and More!

Hello everyone,

Now that you know how to login, search and connect using the [customer staff site title / link], there are several ways you can use the site to streamline your work!

- **Language Translations.** Are you working with someone who prefers to communicate in a non-English language? You can:
  - Translate the entire site into more than 100 different languages
  - Send referral notifications or share programs via email in their preferred language
  - Include their preferred language on referrals
- **Save Programs Favorites Folders.** You can save programs to personal favorites folders or share with your team!
  - Select the star icon on an individual program OR
  - Select the check box on multiple programs and click “Save”
  - Create a folder to save the program(s) to your favorites
  - Share the folder via email, URL, or with your team
- **Check in on Goals and Referrals You’ve Made.** On the People I’m Helping Dashboard you can review information and statuses for all the [clients/patients/members] you have access to. From here you can:
  - Sort by a variety of fields, including name, email, etc.
  - Filter by [clients/patients/members] you may be assigned to
  - View a summary of their referral history
- **Support Center** 
  - In the upper right of [customer staff site title / link], near your name, is a link to our partner findhelp’s Support Center
  - You can find short training videos, step-by-step instructions, and more!



  - Don’t forget to sign up for feature updates! FEATURE UPDATES



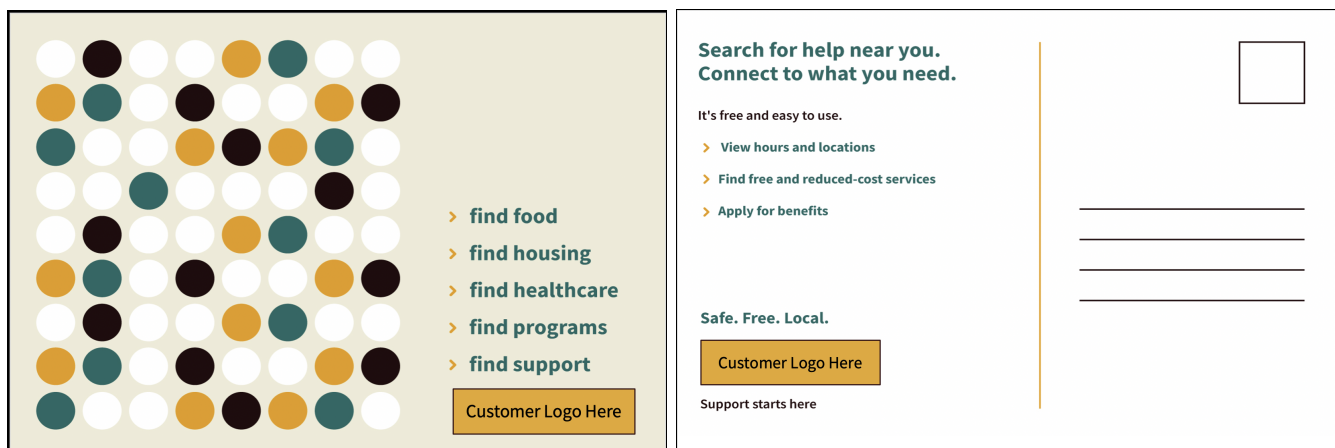
## Professional or Alumni Groups

Share your platform with professional or other membership groups you belong to—specifically those with connections to social care and/or community organizations in your area. Think broadly and feel free to reach out to your findhelp Customer Success Manager for support as you brainstorm!

- Conferences
- Networking Events
- Professional Membership Associations
- Alumni Groups (school, Greek life, sports teams). Share with current members, too!
- Neighborhood Associations
- City or Town Meetings
- Book Clubs
- Parent–Teacher Association (PTA)

### Pro Tips

- Findhelp provides [editable postcards](#) and other easy ways to spread the word about your new site.
- Keep them on hand to give out when you strike up a conversation!







## Newsletters

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Does your organization have a weekly, monthly, or quarterly newsletter? Consider adding a section on your platform to let everyone know about your platform's launch!

### For Community Organizations

Finding help just got easier. [Customer community site title] is a social care platform to connect all people in need and the programs that serve them (with dignity and ease). [Customer community site title] makes it easy for people facing social needs—and those who help them—to make referrals to free and reduced-cost programs and services for food, shelter, health care, work, financial assistance, and more. Try it out today at [Customer community site URL] and create a free account to access free tools and features!

### For Your Staff

Finding help for your [clients/patients/members] just got easier. [Customer community site title] is a social care platform to connect all people in need and the programs that serve them (with dignity and ease). You can login to [Customer community site title] to refer your [clients/patients/members] to free and reduced-cost programs and services for food, shelter, health care, work, financial assistance, and more. Try it out today at [Customer community site URL]!

### For Your Clients / Patients / Members

Finding help just got easier. [Customer community site title] is a website you can use to find and connect to free and reduced-cost community support. Find help for yourself, your family, and your friends -- [customer community site title] is free and easy to use. Search for local programs and services for food, shelter, health care, work, financial assistance, and more. Try it out today at [Customer community site URL]!

### Pro Tips

- Consider adding a screenshot of an example search on your site, so readers get a preview of how it works. You can also embed either of these short intro videos: [how-to search for programs](#) or [short site overview](#).

## Need Help Spreading the Word?

If you need additional support with spreading the word about your platform, feel free to reach out to your findhelp Customer Success Manager. They can help you with brainstorming, ideating, and sharing best practices and learnings from their work with customers across the country!