USING TECHNOLOGY TO RECRUIT, TRAIN, AND KEEP VOLUNTEERS IN THE LOOP

June 19, 2019
Can’t Hear Us? Set Up Your Audio

From Amazing host to Everyone:
Thanks for joining today. Please feel free to use the chat panel to communicate.
Speakers

• **Mitzi E. McFatrich**, Executive Director of Kansas Advocates for Better Care;

• **Gregory K. Shelley**, Managing Local Ombudsman of the Harris County LTCOP in Houston, Texas; and

• **Betsy McAllister**, Florida LTCOP State Training Administrator.

• **Teresa Holt**, Alaska State Ombudsman

• Facilitator: **Carol Scott**, Ombudsman Specialist, National Ombudsman Resource Center
We’re **NOT** talking about **LESS** face to face time.
Social Media for Volunteer Organizations

MITZI MCFATRICH, EXECUTIVE DIRECTOR
KANSAS ADVOCATES FOR BETTER CARE
Kansas Advocates for Better Care

- **Our MISSION**
  - Advocating for Quality Long-Term Care for all Kansans

- **Our VISION**
  - All older Kansans receive good quality long-term health care in the setting of their choice

- Website:  [www.kabc.org/](http://www.kabc.org/)
- Twitter:  [www.twitter.com/InfoKabc](http://www.twitter.com/InfoKabc)
Social media use is continuing to grow in every demographic.

52 percent of people ages 50 to 64 now have Facebook pages.

32 percent of people 65 and older use Facebook.
Facebook is the network used most by older adults, followed by Instagram and Twitter.
People are spending more of their time than ever before on SM platforms. Meeting people where they are is an important strategy for volunteer recruitment and organizing.
Popular Social Media Platforms

- **Facebook**
  - Focus on connecting people
  - Over 80% of online adults are users.
  - Interface features individual user profiles and a “newsfeed” where content is aggregated from people on your friends list and pages you follow. People in your network can interact with, share, and “react to” your posts.
  - User base has more age diversity and higher average age than other social media sites, used by more women than men.
  - Good for marketing to general consumer demo, but posts can be “boosted” and targeted to users outside of follower list based on specified demographic criteria.
How to Set Up a Facebook Account

- Go to www.facebook.com
- Enter your name, email address or mobile phone number, password, date of birth, and gender.
- Click Create an Account.
- To finish creating your account, you need to confirm your email or mobile phone number.
How to make a post on Facebook

- **Go to the page where you want to post and tap the post box.** Depending on where you want to create your post, this will vary:
  - **Your page** - You can create a post for your page from the top of the News Feed. Tap the box below the photo section that’s near the top of their page.
  - **A friend's page** - Tap the search bar at the top of the screen, type in a friend's name, tap their name, then tap their profile image.
  - **A group** - Tap ☰ (on mobile), tap Groups, tap the Groups tab, and tap your group. Tap the box just below the cover photo.

- There will generally be a phrase like "Write something" or "What's on your mind?" in the box.

- You can simply type your text in the box and hit post, or choose options to add photos or videos to your post, tag people, check-in to places or events, ask for recommendations, or start a live video.
Facebook is where people go to connect.

Whether they use the site to keep up with friends, see photos of grandchildren, or connect with a culture across the world, Facebook users want content that makes them feel something.

Interesting stories, alarming data, connections to breaking news and trending stories all increase the chance that people will read and share your posts.
Tips for making engaging posts

Include appealing media

Facebook algorithms prioritize posts with photos and videos, meaning these posts are more likely to reach more people.

People are also more likely to interact with posts that contain fun or interesting graphics.

Asking questions, telling relatable stories, sharing “exclusive” content, and asking for feedback are good strategies to prompt follower engagement.
Facebook tools for nonprofit organizations

Facebook Pages

- Pages are for businesses, organizations, and public figures to share their stories and connect with people. Like profiles, Pages can be customized with stories, events and more.

- People who like or follow a Page can get updates in News Feed.

- To create a Page:
  - Go to facebook.com/pages/create.
  - Click to choose a Page type.
  - Fill out the required information.
  - Click Continue and follow the on-screen instructions.
Facebook tools for organizations

Facebook Groups

- Let you create specific communities of people who interact directly with each other. You can use Groups to share exclusive updates, photos or events, and collaborate.

- Groups can be public, closed, or secret.
  - Closed groups are great for sharing information with a select group of people and limiting engagement
  - Group administrators and moderators can control who posts and what gets posted in a group

- Groups can be a helpful tool for engagement with existing volunteer/advocate network, especially for content you don’t necessarily want to share on your public page
Facebook tools for organizations

Events

- Events help you organize and promote gatherings in the real world with people on Facebook. You can create an event for anything from a birthday dinner with friends to a public fundraiser.
- When you create an event, you can control who sees or joins your event and who gets updates about the event.
- Events are a great way to promote fundraisers, trainings, and volunteer opportunities to people inside and outside your network.
- Events can be promoted ($) so they show up in more people’s newsfeeds. Facebook allows you to target these promotions to certain demographics. To boost your event to increase awareness and responses on Facebook:
  - Click Boost Event from your event page.
  - Choose Reach More People.
  - Select your audience. You can target people based on gender, age, location, and interests. ...
  - Choose your budget and schedule.
  - Click Boost.
Facebook tools for organizations

To create a public Facebook event on your computer:

- From your News Feed, click **Events** in the left menu.
- Click **+ Create Event** on the left side.
- Click **Create Public Event**. Anyone will be able to see your event and search for it, even if you aren’t friends. Once you’ve created a public event, you won’t be able to change it to private later.
- Fill in the event name, location, date, time and description.
- Type and select keywords about your public event so it can be better recommended to people who are interested in that topic (example: Food festival).
- Choose who can edit and post in your event and then click **Create**. You’ll be taken to your event where you can **invite guests**, **upload photos**, **add a cover photo or video**, share posts and edit event details.
Popular Social Media Platforms

Twitter

- A “micro-blogging” site where posts are constrained to 280 characters
- Twitter users are more likely to follow organizations, news sites, groups, and celebrities, rather than maintaining a personal network like on Facebook
  - Connect around topics/events/content
  - Utilizing hashtags is important to get your content noticed by people outside of your “followers”
  - Live-tweeting events such as presidential debates, Oscars, Super Bowl, statehouse events, is popular and will bring you into contact with more people
- Twitter has a higher percentage of men, people of color, and urban users than other social media sites.
  - 36% of 18–29 year olds use Twitter.
  - 23% of 30–49 year olds use Twitter.
  - 21% of 50–64 year olds use Twitter.
  - 10% of 65+ year olds use Twitter.
How to create a Twitter account

- Go to Twitter.com. Click Join Twitter. Complete the form by entering your name, your email, a password, and a username.
  - You can still change your username later!
- Click “create my account”. Click Next.
- Build your timeline. You must follow 3 people from a selection Twitter gives you. Twitter will then ask you to follow 5 more, and then 5 people you know, but you can skip this step.
- Confirm email. Check your email for the confirmation, and click on the link in the email from Twitter.

- Upload your profile image. Twitter also calls this your avatar. Your photo is how you appear in your Tweets to your followers. It gives your account an identity.
- Upload header. Your header shows up as the background to your Twitter photo on the website and mobile, so it is important to include this in your account.
- Add your bio. You have 160 characters to tell the world about yourself or your organization. Be succinct.
- Make your first post!
Connecting posts to trending topics is a good way to get your content noticed by more people. When many recent tweets contain a hashtag referencing the same topic, these topics are considered to be “trending.”
Twitter Features

- Hashtag
- Tagging Others

Comment
Like
Retweet
Direct Message
Popular Social Media Platforms

**Instagram**

- A social networking site based around sharing images.
- Similar to Facebook, you have an individual page for posting your own photos and a feed you can scroll through to see what the people and pages you follow are posting.
- Utilizing hashtags is important to get your content noticed by people outside of your “followers”.
- Demographics have veered toward younger generations since its inception, but new statistics from Pew show older generations are starting to embrace the app a bit more.
  - 59% of 18–29 year olds use Instagram.
  - 33% of 30–49 year olds use Instagram.
  - 18% of 50–64 year olds use Instagram.
  - 8% of people 65+ use Instagram.
People use Instagram differently than Facebook and Twitter. Aside from being a photo and video based social network, Instagrammers engage differently. They check the site and engage with posts at a much higher rate than other social networks.

Used right, you could tap into an engaged, active network of passionate people, ready and willing to interact with and boost your posts.

Make sure to use high quality, engaging photos, write compelling captions, and hashtag your posts for better visibility.
Like Twitter, Instagram allows users to post by and search by topic through the use of hashtags.

This post included a great photo, a compelling story, and several hashtags that allowed it to be found by more people who searched any of the tagged terms.
Technology Required

- Facebook, Twitter, and Instagram can each be accessed through their respective websites or through mobile apps.
  - You will need access to the internet through your computer, tablet, or cell phone to access these sites/apps.
  - To access the websites, go to your browser and type in:
    - www.facebook.com
    - www.twitter.com
    - www.Instagram.com
  - To access the mobile apps, you will need a data plan to access the internet on your phone. Then:
    - Access the app store (iPhone) or the Play Store (Android), search for the app by name, and download the app. Facebook, Twitter, and Instagram are free applications.
Analytics and Insights

Facebook

- You can use **Insights** to:
  - Understand how people are engaging with your Page.
  - View metrics about your Page’s performance.
  - Learn which posts have the most engagement and see when your audience is on Facebook.

- In the **Posts** section of **Insights**, you can see the following information about your Page posts:
  - The number of people reached
  - Post clicks
  - Reactions, comments and shares
  - Total video views and viewing behavior details

Twitter

- **Account home** tracks high-level statistics about your profile from month to month.
  - It will spotlight your top-performing Tweets and introduce you to the influencers in your network.

- Your **Tweet activity dashboard** is where you’ll find metrics for all of your Tweets.
  - You’ll know exactly how many times Twitter users have seen, Retweeted, liked and replied to each Tweet.

- Your **audience insights dashboard** contains valuable information about the people who follow you
  - You can track your follower growth over time and learn more about your followers’ interests and demographics.

Instagram does not have built-in analytics
In case you missed it...

- KABC’s Facebook and Twitter pages are where our followers can find information and updates on:
  - upcoming events and trainings
  - policy priorities and related legislative updates
  - real-time advocacy action opportunities
  - curated content related to LTC issues, stories, policy, and news

- Facebook:  www.facebook.com/KABC1975
- Twitter:    www.twitter.com/InfoKabc
Digital Information Resources

Greg Shelley
Managing Local Ombudsman
Harris County Long-term Care Ombudsman Program
What We Have

www.facebook.com/LTCOmbudsmen

www.twitter.com/TheLTCOmbudsman

www.YouTube.com/TheLTCOmbudsman
What We Have


https://www.linkedin.com/groups/3684280/

https://www.instagram.com/hcombudsman/
FREE POSTINGS

❖ UNITED WAY
❖ IDEALIST.ORG
❖ VOLUNTEER HOUSTON
❖ VOLUNTEER MATCH
❖ ALLFORGOOD.ORG
❖ SERVICENATION.ORG

WEBSITE:
https://nursing.uth.edu/coa/ombudsman/
What Wasn’t Working

❖ Program-Centric Vs. Volunteer-Centric

❖ Post Card Mail Outs

❖ Word of Mouth (By itself)

❖ Student Groups
What’s Changed

❖ Increase in Career Professionals

❖ Communication (Less snail mail and more email)

❖ Greater Interest in Networking

❖ Teams
What We Are Considering

Digital Advertising

Nextdoor

facebook

HOUSTON CHRONICLE

UTHealth

Cizik School of Nursing
Online Training Modules & Ombudsman Corner Webinars

Betsy McAllister, State Training Administrator
Welcome

Welcome to Florida's Long-Term Care Ombudsman Training Portal!

This portal provides access to all Ombudsman training and online materials currently available. The training and materials are located at one of the 4 main websites listed below.

All of the training is free and open to the public.

Certification Training:

Please use this online training to become a certified long-term care ombudsman in Florida. These modules, in addition to in-class training, are required.

Ombudsman Corner

Certified ombudsmen can watch the following webinars for 1 HR continuing education (CE) credit: (click on the link below to access the webinar).

- Big Bend Hospice - 7/26/18
- Dementia Care and Cure Initiative (DCC) - 3/22/18
- Guardianship - 2/15/18
- Pharmacy Review of Medications - 1/24/18
- State Ombudsman Q&A
- Legislative Outreach - 1/17/18
- Advocates & Guardians for the Elderly & Disabled - 4/19/18
- DOH - Investigations Unit & Epidemiologist - 4/18/18
- Power of Attorney - 9/19/18
- Mental Health - 9/20/18
- Elder Abuse Prevention - 10/18/18
- AHCA - Agency For Health Care Administration - 11/1/18
- Legislative Outreach - 1/17/19
- Sunshine Law - 2/21/19
- DOH - Antibiotic Stewardship - 3/21/19
This training works best in Chrome or Mozilla Firefox.

Module 1: Introduction
This module provides basic information about the purpose, history and unique aspects of Florida’s Long-Term Care Ombudsman Program.

Module 2: Residents’ Rights
This module provides a basic understanding of the rights of residents and the role of long-term care ombudsmen in supporting residents in exercising those rights.

Module 3: The Work of an Ombudsman
This module explains the resident-centered administrative assessment and resident visitation process and identifies the ombudsman’s role in supporting residents in exercising those rights.

Module 4: The Aging Process
This module provides basic information about the aging process in the elderly, including descriptions of some of the most common illnesses found in aging populations.

Module 5: Common Issues in Ombudsman Work
Module 1: Introduction

State Ombudsman
Introduction
A Crabbit Old Woman video
The Program's Mission
Origin of ombudsman
Advocate
Ombudsman video
The Ombudsman must be
Bert Nelson audio
History of Ombudsman Program
OAA requirements
Passionate volunteers
Volunteers
Support system
Advocate
Educator
Spokesperson
Investigative
Residents' Rights
Facilities
Nursing Homes
Nursing Homes
Assisted Living Facilities
Assisted Living Facilities
Assisted Living Facilities
Assisted Living Facilities
Adult family care homes
Structure of the LTCOP
Structure of Florida's program
Free Services
Linda Putman Video
Video
Contact Information
Module Completion Form
Course Completion

Fill out the information below and submit once you have completed ALL the online modules.

* Required

Last name *
Your answer

First Name *
Your answer

Select your district office
Choose

Submit

Never submit passwords through Google Forms.
Ombudsman Corner

Certified ombudsmen can watch the following webinars for 1 HR continuing education (CE) credit:
(click on the link below to access the webinar).

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- DOH - Antibiotic Stewardship - 3/21/19
- DOH - Investigations Unit & Epidemiologist - 4/18/19

Continuing Education Training

Certified ombudsmen are required to take 10 hours of continuing education each year. This site contains many links to informative web sites, trainings and documents that ombudsmen and staff might find useful. The information is categorized and will be updated with new material regularly.

Ombudsman Resources

This site consists of 7 online training modules that cover the basics of what you need to know to become a certified long-term care ombudsman in Florida. For individuals
Objectives

- Describe antibiotic resistance (AR) and the burden in Florida
- Discuss the core elements of an antibiotic stewardship program (ASP)
- Explain the major pitfalls of antibiotic use in long-term care (LTC)
Florida Ombudsman Program

Supporting Volunteer LTCOP & Minimizing Risk

The Ombudsman Volunteer Perspective
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<th>Class Description</th>
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### LTCOP Ombudsman Management Information System

#### Ombudsmen

<table>
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#### Facilities

#### Cases

#### Complainants

#### Consultations

#### Training

#### Activities

#### Codes

#### Districts
Age is no barrier. It's a limitation you put on your mind.

- Jackie Joyner-Kersee
RESOURCES
Ombudsman Training Resources
https://ltcombudsman.org/omb_support/training

Ombudsman Training

Training for ombudsman staff and volunteers is critical for maintaining an effective long-term care ombudsman program. The National Long-Term Care Ombudsman Resource Center develops and collects materials and information that enhance and strengthen the training of paid and volunteer Ombudsman program representatives.

Materials included in this section have been either developed by the Center or have been shared with the Center by Ombudsman programs.

- Documents Related to Ombudsman Program Training
- Training Materials Created by NORC
- Training Materials Created by Ombudsman Programs
- Ombudsman Program Certification Training Manuals
- NORC Curriculum
- Training Provided by NORC
  - NORC Conference Calls/Webinars

New On-Demand Training Center

This on-demand education platform is a learning center for all individuals interested in achieving quality long-term care and is available through your computer or mobile device. The training center allows you to delve into important topics through online courses. Courses are available for consumers, representatives of long-term care, Ombudsman programs, advocates, and family members. Share information about the Training Center using this [flyer](https://ltcombudsman.org/omb_support/training).
NORC Curriculum

Online Training Curriculum

This training translates the NORC curriculum, Equipping Long-Term Care Ombudsmen for Effective Advocacy: A Basic Curriculum (see below) into an online form. The teaching methods found in this training are based on principles of adult learning and grounded in LTCO values such as being resident directed.

Please Note! This online version of the NORC curriculum is meant to supplement your state training, and its completion does not automatically certify you as a long-term care ombudsman (LTCO). For more information, contact your State LTC Ombudsman Office.

NORC Curriculum

Review these Technical Tips before accessing the Online Curriculum.

If you would like to work through each module individually, click on the links below.

- Module 1: History and Role of the Long-Term Care Ombudsman Program
- Module 2: The Aging Process
- Module 3: Residents’ Rights
- Module 4: The Problem Solving Process - Investigation
- Module 5: The Problem Solving Process - Resolution

Online training ends here!
New Training Center!

- The site currently has courses Ombudsman programs can use for continuing education and consumer education.

- In the future this site will house a revised NORS training course and an updated NORC Curriculum course.

- New users need to create a new account and then “enroll” in a course.

- Go to www.consumervoice.mrooms.net

- Then click the login button and it will prompt you to create a new account.
Delivering an Effective Message via Traditional and Social Media - PPT Presentation

The Importance of Marketing, Communications, and Program Promotion

Marketing can mean a variety of things, but in general, it encompasses advertising, promotions, and public relations. According to the American Marketing Association, marketing is “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.”

For long-term care Ombudsman programs, marketing can be a way to communicate with long-term care residents and their families about the program and its services. Ombudsman programs can also use marketing to raise awareness around certain issues like residents’ rights, elder abuse and more.

- Social Media
- Videos
- Annual Reports
- Brochures, Posters & Newsletters
- Media Outreach

Marketing Opportunities
NORC App for Ombudsman Programs!

Get our app! Search for "LTC Ombudsman Resource Center" in the Apple Store or Google Play.
Prezi - video, with voiceover
• Prezi - clickable, without voiceover
• Prezi script
• PowerPoint (includes presenter notes)
• Fact sheet: Nursing Home Discharges You’ve Been Told to Leave…Now What?

USING TECHNOLOGY TO RECRUIT, TRAIN, AND KEEP VOLUNTEERS IN THE LOOP

June 19, 2019
2019 Residents’ Rights Month (October)

- Resident’s Voice Challenge
- Promotional Materials
- Activity Suggestions
- Resources

https://theconsumervoice.org/events/2019-residents-rights-month
QUESTIONS
Connect with us:

www.ltcombudsman.org

The National LTC Ombudsman Resource Center

@LTCombudcenter

Get our app! Search for "LTC Ombudsman Resource Center" in the Apple Store or Google Play

This project was supported, in part, by grant number 90OMRC0001-01-00, from the U.S. Administration for Community Living, Department of Health and Human Services, Washington, D.C. 20201. Grantees undertaking projects under government sponsorship are encouraged to express freely their findings and conclusions. Points of view or opinions do not, therefore, necessarily represent official Administration for Community Living policy.