Digital Outreach Checklist

Evaluate your consortia/program's online presence. Check all the boxes that are true for your site and total the boxes for your score.

Website Evaluation

Evaluate if your website is participant-oriented. Depending on your consortia, you may not be able to control all of these elements. See "Affordable Website Options" and "Website Content Ideas" for suggestions on website platforms and ways to customize your website.

☐ website is specifically for adult education programs

☐ website uses accessible language and limits the amount of text

☐ website outlines the classes offered

☐ class times and medium (online/in-person) are clearly stated

☐ users can access registration and class information with minimal website navigation (ex: no need to click multiple buttons, move between tabs, or scroll extensively)

☐ contact information provided

☐ users can register online

☐ information is available in multiple languages specific to the demographic of your potential participant base

☐ website URL is short and easy to type/share (*ex: www.programname.org*)

☐ program staff and current participants know how to access the website and can refer others to it

Total: _____ / 10

0-4 points : Consider increasing your online presence! Select 3 other items from the list that you can add to your website. Plan on revisiting the evaluation in 3-4 months to see how you've done!

5-7 points : You have a good start to your website! Look at the remaining suggestions and select 1-2 areas to focus on. Consider which options will have the highest impact for accessibility for your potential participants.

8+ points : Great job! You have a strong website for reaching potential participants. If you want to take it to the next level, consider incorporating the remaining elements of this list, or put your energy into other areas of outreach.

Facebook Evaluation

Evaluate your digital outreach through Facebook*

☐ page is specifically for adult education programs

☐ the name of the page is short and matches the name of your program

☐ the "About" section includes a link to the program website

☐ in the "About" section includes registration information

☐ page is regularly updated (at least 1 post a week)

☐ posts generally include graphics

☐ page features original content specific to the program

☐ posts use accessible language and limit the amount of text

☐ posts about specific classes include registration links and/or contact information for registration

☐ current staff and participants are encouraged to follow the program's page

Total: _____ / 10

0-4 points : Consider increasing your online presence! Select 3 other items from the list that you can add to your website. Plan on revisiting the evaluation in 3-4 months to see how you've done!

5-7 points : You have a good start to your social media outreach! Look at the remaining suggestions and select 1-2 areas to focus on. Consider which options will have the highest impact for reaching participants.

8+ points : Great job! You have a strong social media presence for reaching potential participants. If you want to take it to the next level, consider incorporating the remaining elements of this list, or put your energy into other areas of outreach.

Note: This toolkit is designed to provide largely free resources for outreach; however, if you are scoring well on your Facebook outreach, your program might consider investing in paid Facebook advertising. Paying for ads allows posters to specify demographics of people that will see the post and reach people not already following you social media.

*Facebook is currently the most popular social media platform for outreach with ABE participants in general, if you know your potential participant population uses a different social media platform you can adapt these criteria to that medium.

Additional ideas for digital outreach

Use these ideas to further broaden your marketing for existing and former participants.

☐ maintain a list of current and former student emails and/or phone numbers
(all programs should have access to this via Sid)

☐ send out a monthly newsletter with updates on class information, program updates, and participant successes

   ☐ use multiple platforms to send the information

      ☐ email

      Companies like MailChimp can be used to create customized lists of people to email (ex: based on English level, previous class experience, language, etc.) and helps track who receives and opens your emails

      ☐ text message
      Companies like RoboTalker allow you to mass text or call people. Generally ~8 cents a text, 10 cents a recorded call

      ☐ What'sApp/*Remind*

      What'sApp business can be used to create What'sApp accounts linked to work numbers. Remind allows you to create classes that you can mass text, but requires enrolling students to receive the texts initially.