

2021 Annual Report Social Media Toolkit

For Ohio Association of Community Action Agency member agencies



2021 ANNUAL REPORT



Ohio Association of
Community Action Agencies

2021 Annual Report Social Media Toolkit

This toolkit is intended for members of the Ohio Association of Community Action Agencies. We are excited to release the 2021 Annual Report Social Media Toolkit as companion to the [2021 Annual Report](#). This year's report contains 11 customer and programmatic success stories, and we hope this resource will help you share these stories and possibly add some of your own. 2021 was a year of new challenges but also new opportunities, and we commend your commitment to meeting the needs of Ohioans in the face of all obstacles. At the Association, we will continue our work to strengthen the Ohio Community Action Network and highlight your tales of resilience and success.

This toolkit is intended to be used throughout the year until the release of the 2022 Annual Report in mid-late 2023.

Have questions? Contact Kathryn Clausen by email at kathryn@oacaa.org, or Emily Nolan at emily@oacaa.org.

CANVA:

This is the second year the Annual Report Social Media Toolkit was created with customizable Canva templates! These templates can easily be adjusted to add your logo, color themes and agency photographs.

Canva offers a FREE Pro-version for nonprofits! To learn more about applying for your free Pro account, [CLICK HERE](#).

To access the Canva template, [CLICK HERE](#).

The Community Action Promise

Community Action changes people's lives, embodies the spirit of hope, improves communities, and makes America a better place to live. We care about the entire community, and we are dedicated to helping people help themselves and each other.

SOCIAL MEDIA SAMPLE POSTS & GRAPHICS:

Sample Post(s):

@OACAA's 2021 Annual Report highlights 11 customer and programmatic success stories from the Ohio #CommunityAction network paired with statistics of the network's impact. Read here: <https://bit.ly/3hDHAqd> #AR2021



Page 3 - Annual Report 2021 Cover

Sample Post(s):

The Ohio #CommunityAction Network helps Ohioans like Jasmine realize their fullest potential and reach self-sufficiency. Read her inspiring story in this year's Annual Report: <https://bit.ly/3hDHAqd> #AR2021



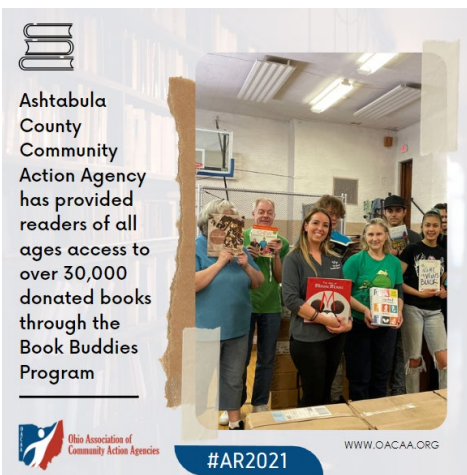
Page 4 - Graphic #1: Meet Jasmine



Page 5 - Graphic 2: Meet Ms. Torres

Sample Post(s):

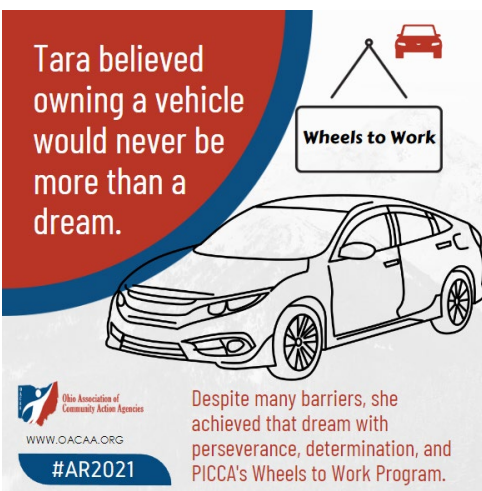
Ohio's 47 Community Action Agencies strive to create new opportunities for low-income Ohioans through innovative approaches and leveraging talent. Learn how Ms. Torres leveraged her talent to serve her community. #AR2021 Report: <https://bit.ly/3hDHAqd>



Page 6 – Graphic 3: Book Buddies Program

Sample Post(s):

The Ohio Community Action Network believes in the education of all people. Services like social skill development and adult education help strengthen our customers' skills to meet their fullest potential. #AR2021 #EducationForAll Report: <https://bit.ly/3hDHAqd>



Page 7 – Graphic 4: Meet Tara

Sample Post(s):

Did you know that 4 out of every 10 Americans cannot cover an unexpected cost of \$400 or more? Helping Ohioans like Tara include asset building in their goals can increase stability and build equity to prepare for those unplanned costs. #AR2021 Report: <https://bit.ly/3hDHAqd>



Page 8 – Graphic 5: Meet Mr. Rush

Sample Post(s):

Helping Ohioans like this veteran locate and maintain safe housing remains key to Community Action's efforts to build self-sufficiency. Learn how one Ohio Agency supported Mr. Rush with emergency housing assistance after a fire.

#AR2021 Read the report: <https://bit.ly/3hDHAqd>

SINGLE MOM IN RECOVERY FINDS SUPPORT



"Community Action has played a significant role in my recovery and my ability to do almost everything I do on a daily basis."
~Marissa



#AR2021



Page 9 – Graphic 6: Meet Marissa

Sample Post(s):

Ohio's Community Action Agencies strive to break through barriers to health services by connecting Ohioans to care and even bringing care to their doors. Learn how this single mother found support in her recovery. #AR2021 Report:

<https://bit.ly/3hDHAqd>



Page 10 – Graphic 7: Mobile Food Pantries

Sample Post(s):

Thousands of hardworking volunteers support and inspire the Ohio Community Action network, including these mobile food pantry volunteers who helped deliver food to those in need. To all volunteers, we thank you!

#AR2021 Report: <https://bit.ly/3hDHAqd>



Page 11 – Graphic 8: Men's Dress Shop

Sample Post(s):

The Ohio Community Action Network strives to provide services to Ohioans at every stage of their journey. Learn how The Otto Beatty Jr. Men's Shop helps prepare men for the workforce.

#AR2021 #DressedForSuccess Report:

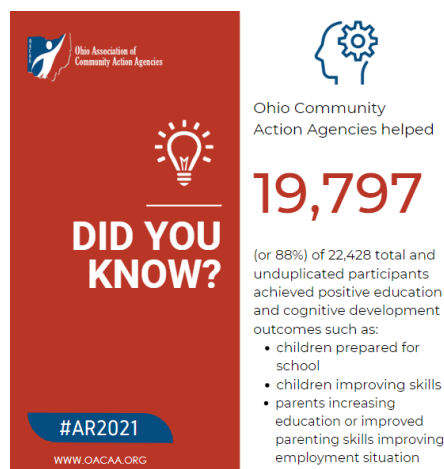
<https://bit.ly/3hDHAqd>



Page 12 – Graphic 9: Stats, Employment

Sample Post(s):

Ohio Community Action Agencies increased the skills of thousands of Ohioans last year who secured living wages and maintained employment long-term! #Employment #LivingWage #AR2021 Report: <https://bit.ly/3hDHAqd>



Page 13 – Graphic 10: Stats, Education & Cog. Dev.

Sample Post(s):

Nearly 20,000 Ohioans achieved positive outcomes in Ohio Community Action Agencies' education & cognitive development programs in 2021! Learn more <https://bit.ly/3hDHAqd> #EducationForAll #AR2021



Page 14 – Graphic 11: #11: Stats, Income & Asset Building

Sample Post(s):

In 2021, over 7,000 participants in income & asset building achieved positive outcomes! Many Ohio #CommunityActionAgencies help customers with financial training, tax preparation, and increasing financial independence. Read report <https://bit.ly/3hDHAqd> #AR2021



Page 15 – Graphic 12: Stats, Affordable Housing

Sample Post(s):

Did you know 96% or nearly 350,000 Ohio #CommunityAction Agency customers received improved or maintained housing or improved safety energy consumption in 2021? Learn more about our affordable and emergency housing programs: <https://bit.ly/3hDHAqd> #AR2021