

OCSE Awards \$2.2 Million for Digital Marketing Grants

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According to the Pew Research Center [Social Media Fact Sheet](#), nearly 80% of 30- to 49-year-olds and 88% of 18- to 29-year-olds actively use at least one social media site. To try to reach these digitally connected parents, OCSE is providing 14 new grants to state and tribal child support agencies. They'll be testing digital marketing approaches to reach parents under the new "Using Digital Marketing to Increase Participation in the Child Support Program" demonstration grants.

The grantees will collect and analyze data on how digital marketing may help the child support program more effectively reach and serve families. They will test digital marketing approaches and partnerships to reach families that could benefit from child support services.

With this funding, grantees will design at least three digital marketing interventions during the two-year project period. Examples of proposed interventions include launching new digital media campaigns, testing specific approaches to internet advertising and search engine optimization, and communicating through digital mediums like texting. Grantees will prepare a communications plan for each intervention and evaluate projects using analytics from digital marketing tools they use in the campaigns as well as child support program data. Additionally, over

Increasing Awareness of Services through Digital Marketing

OCSE awarded \$2.2 million to 14 grantees through a two-year demonstration called **Using Digital Marketing to Increase Participation in the Child Support Program**. This is one of a series of articles featuring grantees using digital marketing innovations to reach and serve families more effectively.

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the course of this project, grantees will create technical assistance documents from their program materials to share with other child support agencies who are interested in implementing similar projects.

These grants are funded by Section 1115(a) of the Social Security Act. While state child support programs have been able to receive this funding for years, Congress amended the statute in 2014 making tribal child support programs eligible as well. This year's awardees include two tribal child support programs; these are the first grants ever made to a tribal program under this funding authority.

For information, visit [Using Digital Marketing to Increase Participation in the Child Support Program](#) or contact Michelle Jadczyk at Michelle.Jadczyk@acf.hhs.gov.

