DIGITAL MARKETING GRANTS

OCSE Awards $2.2 Million for Digital Marketing Grants
Michelle Jadczak, OCSE

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.

For general information, contact OCSE project officers at Michelle.Jadczak@acf.hhs.gov or Melody.Morales@acf.hhs.gov.

For information, visit Using Digital Marketing to Increase Participation in the Child Support Program or contact Michelle Jadczak at Michelle.Jadczak@acf.hhs.gov.