Using Digital Marketing to Increase Participation in the Child Support Program

Grantee: Cherokee Nation Office of Child Support Services (CNOCSS)
Project Title: Digital Marketing Interventions to Enrich Families
Project Site: Cherokee Nation Reservation
Target Population: Native Americans
Geographic Location: Cherokee Nation Reservation – 14 counties in Northeastern Oklahoma (Adair, Cherokee, Craig, Delaware, Mayes, McIntosh, Muskogee, Nowata, Ottawa, Rogers, Sequoyah, Tulsa, Wagoner, and Washington)
Planned Interventions: Create Web Presence, Digital Media Campaign, and Wireless Communication

Project Summary
CNOCSS recognizes the need to expand outreach efforts to increase caseload by raising awareness of the child support program. Current digital tools and processes for applying for child support are antiquated and not user-friendly. Additionally, parents are not able to easily obtain information about CNOCSS, preventing many parents from applying for child support services. This project will focus on retooling outreach efforts through the use of digital marketing interventions.

Project Approach
The CNOCSS project will use multiple platforms to capture the target audience and drive engagement. Their three digital marketing interventions will create an evidence-based outreach program designed to reach parents that could benefit from child support services. CNOCSS will also use the project to improve communication and engagement with parents.

Intervention One: Creating a Web Presence
Description: CNOCSS will create a web presence by building a new program-specific website and by creating a business profile on Facebook. The website will include news-based blog posts, videos, infographics, email links to case manager, and published interviews. The Facebook profile will raise awareness of important issues and promote a positive campaign that will generate new interest and attract followers.

Evaluation Plan Highlights: The evaluation will include data from a survey of how customers found out about the program, the number of applications downloaded or distributed, and the number of applications received versus baseline data. CNOCSS will also track the number of times the new website is visited, the number of visitors to the Facebook page, and the number of comments. Stakeholders will also be surveyed for feedback on their personal impression of the website design and Facebook profile.

Intervention Two: Digital Media Campaign
Description: The digital media campaign will focus on informing customers about what they can expect from interacting with CNOCSS. Digital storytelling and public service videos will be part of this campaign. Topics may include what to expect if you’re having a genetic test to determine parentage and what to expect when you go to court.

Evaluation Plan Highlights: CNOCSS will collect data through stakeholder and focus group surveys on the public service announcements and customer stories included in the digital media campaign. A draft communication plan will be compared against findings from Intervention One.
**Intervention Three: Wireless Communication**

**Description:** For the third intervention, CNOCSS will use wireless communication and texting to connect with customers. Informative texts (such as reminders that a payment is due, current balances, when a payment is received, reminders of court hearing and appointments) will provide customers with critical information. CNOCSS will also implement two-way communication to open a dialogue with customers that allows them to ask questions posed and express concerns.

**Evaluation Plan Highlights:** Evaluation metrics will include applications distributed, applications received, questions regarding applications, and how customers found out about the program.