REIGNITE YOUR POTENTIAL
FRPA | 2021

# Welcome to the 2021 FRPA, TR Institute
## August 28 – August 30

1

**Thank you to STRIVE RECREATIONAL THERAPY and FRPA for sponsoring the FRPA, TR Institute, August 28-30, 2021**

https://striverts.com/
INFO@STRIVERTS.COM 248-922-1236

REIGNITE YOUR POTENTIAL
FRPA | 2021

2

REIGNITE YOUR POTENTIAL
FRPA | 2021

# WELCOME!
## CONFERENCE REMINDERS

- CEU attendance will be taken by the collection of Evaluations at the end of class. You MUST fill out an evaluation if you would like CEU credit
- The Evaluations help FRPA gather feedback for speakers and future education. Everyone is encouraged to complete one.
- Please leave seating in all classrooms and General Sessions as it is upon entry as these are in place per safety protocols.
- Follow current Conference mask, safety, and physical distance protocols at all times.
- Keep your personal pen handy to cut down on sharing writing devices (and germs!).
- Respect the comfort of others by judging your interactions based on what color wristband they have chosen.

3

REIGNITE YOUR POTENTIAL
FRPA | 2021

This brochure is fully interactive! Click on helpful buttons and links

## THERAPEUTIC RECREATION INSTITUTE

FRPA
FLORIDA RECREATION & PARK ASSOCIATION

SPONSORED BY: strive
RECREATIONAL THERAPY

## AUGUST 28-30, 2021

The Florida Recreation and Park Association is pleased to offer the 2021 Therapeutic Recreation Institute in conjunction with our Annual Conference. The Institute offers low rates without requirements of membership, and provides crossover education for Monday's FRPA Annual Conference sessions.

REIGNITE YOUR POTENTIAL
FRPA | 2021

4

# TOOT YOUR HORN: AND BE HEARD

Sunday, August 29, 2021, 4:30pm - 5:30pm.
Learning objectives:

1. Identify 3 ways to creatively market and promote your TR and related programs to individuals and agencies in the community.

2. Recognize the benefits of establishing on-going community partnerships as a way to increase the visibility of your programs/services.

3. Understand the importance of continually educating your own agency about your programs/services.

5

**Why toot your horn??**
Value added, serve more customers, people in/out of your agency know who you are, increase staffing, donations, recognition for your efforts, grants
Other??

**How to toot your horn??**
internally,
externally,
Use verbal, marketing and/ or promotional efforts,
Other?

**When to toot your horn??**
Every chance you can get, promote yourself, your employees, and your division!

**Q3. From the following list, please CHECK ALL the ways you learn about Broward County Parks and Recreation Division programs and services.**

| Q3. What are all the ways you learn about County Parks & Recreation Division programs & services | Number | Percent |
|---|---|---|
| When participating in programs | 172 | 26.4 % |
| County website | 271 | 41.6 % |
| Materials at parks or recreation facilities | 182 | 27.9 % |
| Conversations with park staff | 71 | 10.9 % |
| Newspaper | 103 | 15.8 % |
| Word of mouth | 351 | 53.8 % |
| Promotions at special events | 136 | 20.9 % |
| Banners | 90 | 13.8 % |
| Phone app | 28 | 4.3 % |
| Emails | 131 | 20.1 % |
| E-newsletter | 69 | 10.6 % |
| Social media | 186 | 28.5 % |
| Flyers | 89 | 13.7 % |
| Advertising | 86 | 13.2 % |
| Other | 36 | 5.5 % |
| Total | 2001 | |

REIGNITE YOUR POTENTIAL FRPA | 2021

**Use of online platforms, apps varies – sometimes widely – by demographic group**

*% of U.S. adults in each demographic group who say they ever use ...*

0% 20 40 60 80 100

| | YouTube | Facebook | Instagram | Pinterest | LinkedIn | Snapchat | Twitter | WhatsApp | TikTok | Reddit | Nextdoor |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 81 | 69 | 40 | 31 | 28 | 25 | 23 | 23 | 21 | 18 | 13 |
| Men | 82 | 61 | 36 | 16 | 31 | 22 | 25 | 26 | 17 | 23 | 10 |
| Women | 80 | 77 | 44 | 46 | 26 | 28 | 22 | 21 | 24 | 12 | 16 |
| White | 79 | 67 | 35 | 34 | 29 | 23 | 22 | 16 | 18 | 17 | 15 |
| Black | 84 | 74 | 49 | 35 | 27 | 26 | 29 | 23 | 30 | 17 | 10 |
| Hispanic | 85 | 72 | 52 | 18 | 19 | 31 | 23 | 46 | 31 | 14 | 8 |
| Ages 18-29 | 95 | 70 | 71 | 32 | 30 | 65 | 42 | 24 | 48 | 36 | 5 |
| 30-49 | 91 | 77 | 48 | 34 | 36 | 24 | 27 | 30 | 22 | 22 | 17 |
| 50-64 | 83 | 73 | 29 | 38 | 33 | 12 | 18 | 23 | 14 | 10 | 16 |
| 65+ | 49 | 50 | 13 | 18 | 11 | 2 | 7 | 10 | 4 | 3 | 8 |
| <$30K | 75 | 70 | 35 | 21 | 12 | 25 | 12 | 23 | 22 | 10 | 6 |
| $30K-$49,999 | 83 | 76 | 45 | 33 | 21 | 27 | 29 | 20 | 29 | 17 | 11 |
| $50K-$74,999 | 79 | 61 | 39 | 29 | 21 | 29 | 22 | 19 | 20 | 20 | 12 |
| $75K+ | 90 | 70 | 47 | 40 | 50 | 28 | 34 | 29 | 20 | 26 | 20 |
| HS or less | 70 | 64 | 30 | 22 | 10 | 21 | 14 | 20 | 21 | 9 | 4 |
| Some college | 86 | 71 | 44 | 36 | 28 | 32 | 26 | 16 | 24 | 20 | 12 |
| College+ | 89 | 73 | 49 | 37 | 51 | 23 | 33 | 33 | 19 | 26 | 24 |
| Urban | 84 | 70 | 45 | 30 | 30 | 28 | 27 | 28 | 24 | 18 | 17 |
| Suburban | 81 | 70 | 41 | 32 | 33 | 25 | 23 | 23 | 20 | 21 | 14 |
| Rural | 74 | 67 | 25 | 34 | 15 | 18 | 18 | 9 | 16 | 10 | 2 |

Note: White and Black adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Not all numerical differences between groups shown are statistically significant (e.g., there are no statistically significant differences between the shares of White, Black or Hispanic Americans who say the use Facebook). Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

PEW RESEARCH CENTER

REIGNITE YOUR POTENTIAL FRPA | 2021

## What are the best marketing strategies??
## This is the $$$ answer.

It depends on who you are marketing to, are you a government agency, private organization, foundation, or other.

The strategies may change from year to year due to market changes, new inventions, upgrades to software, apps, etc.

REIGNITE YOUR POTENTIAL FRPA | 2021

9

PARKSMARKETING
To PK_MARKETING

Please note the corrected day below – the program is on **THURSDAYS**, not Tuesdays as originally indicated.

**From:** PARKSMARKETING
**Sent:** Tuesday, July 13, 2021 8:42 AM
**To:** PK_MARKETING <PK_MARKETING@broward.org>
**Subject:** Park Hosts Disc Golf for Teens With Developmental Disabilities

**Disc Golf for Teens With Developmental Disabilities**

**BROWARD COUNTY, FL** – The Special Populations Section of Broward County Parks will offer an **Inclusive Disc Golf Program**, for ages 13 to 17 with developmental disabilities. The free instructional program will be offered from 9:30 to 11AM on **THURSDAYS**, starting on July 22nd and running through August 12th, at Shelter #6 at Plantation Heritage Park (1100 S Fig Tree Lane, Plantation 33317; 954-357-5135). More...

REIGNITE YOUR POTENTIAL FRPA | 2021

10

May 2021 Park Avenue Employee Newsletter

## Special Populations

Another successful session of the Introduction to Disc Golf Program, for adults 18 and over with developmental and intellectual disabilities, and their peers came to an end on April 20 at Plantation Heritage Park. Following the appropriate CDC guidelines, participants enjoyed socializing with their peers while learning skills to partake in a recreation opportunity at one of Broward County's parks. Once again, thanks to professional disc golf instructor Mitch Hinds for his continued dedication and recruitment of fellow disc golfer Richie to volunteer with the program. Enjoy the photos below from this session.

REIGNITE YOUR POTENTIAL FRPA | 2021

11

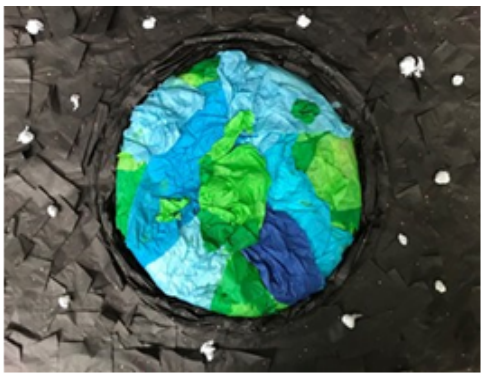
The Special Populations Section's 3Rs Art Program, for adults 18 and over with developmental and intellectual disabilities, ended another successful session with a Virtual Art Show. All the artists continue to improve on their art skills and enjoyed showcasing their art pieces for their family and friends. Check out the crew below.

## Virtual Art Show
## April 22, 2021

REIGNITE YOUR POTENTIAL FRPA | 2021

12

In celebration of Earth Day, the Special Populations Section ended a six-week virtual recycled art program with participants attending Schott Communities, an adult day-training center in Cooper City. Participants learned the importance of recycling for our environment and reusing those materials to create beautiful pieces of art. Check out the final recycled art project to the right.



REIGNITE YOUR POTENTIAL FRPA | 2021

13

Flyer regarding Aira, new wayfinding App now available at all of our Broward Parks.

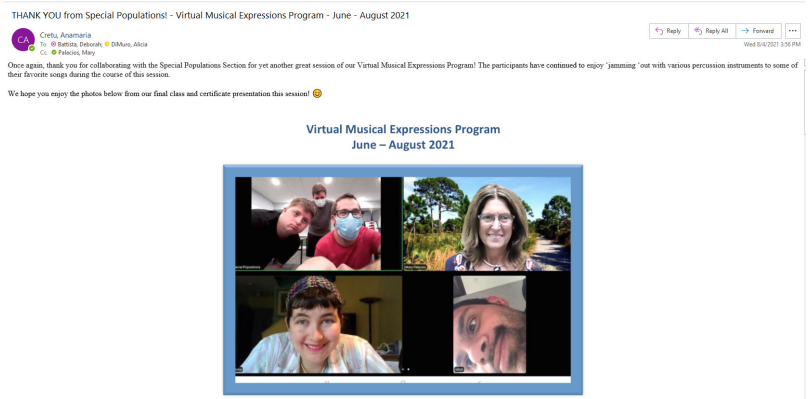
REIGNITE YOUR POTENTIAL FRPA | 2021

14

Flyer regarding our Tandem Bike Ride. Waiting for a video to announce Aira at our Broward County Parks.

REIGNITE YOUR POTENTIAL FRPA | 2021

15



REIGNITE YOUR POTENTIAL FRPA | 2021

16

THANK YOU from Special Populations! - Virtual Take the Stage! Dance Program -...

Cretu, Anamaria
To Dana Lee
Cc Palacios, Mary
8/4/2021

Suggested Meetings + Get more add-ins

Good morning Dana,

Thank you for having Arianna take part in the Virtual Take the Stage! Dance Program this summer. We hope that she enjoyed the classes and was actively engaged in them throughout the session.

Hope you enjoy the photo below following the showcase and certificate presentation last Saturday!

VIRTUAL TAKE THE STAGE! DANCE PROGRAM
JUNE - JULY 2021

THANK YOU from Special Populations! - Virtual Take the Stage! Dance Program -...

Cretu, Anamaria
To paulyasmin2003@yahoo.com
Cc Palacios, Mary
8/4/2021

Suggested Meetings + Get more add-ins

Hope you enjoy the photo below of the participants and volunteers showcasing their best dance moves during the final class!

**Virtual Take the Stage! Dance Program**

**June – July 2021**

17

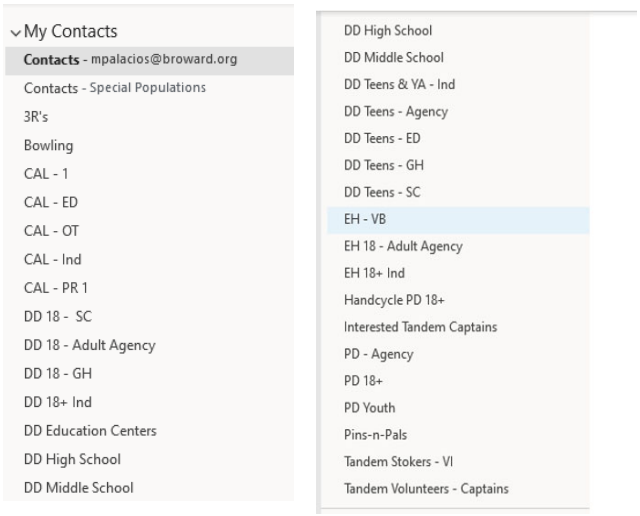
On April 22, the Special Populations Section ended a successful six-week session of the Nordic Pole Walking Program, for adults 18 and over with developmental and intellectual disabilities, and their peers, at Vista View Park. Following the appropriate CDC guidelines, participants were challenged and engaged in walking safely with their Nordic Poles on many unpaved paths and hills at the park, while also socializing with their peers. In celebration of Earth Day, enjoy the group picture below of the participants at the park.

REIGNITE YOUR POTENTIAL
FRPA | 2021

18

**Special Populations:** Have over 1300 names in shared data base, shared email, specialpopulations@broward.org

Provide a **spring/ summer, and fall/winter listing,** that includes our information, and the entire county programs, including various agencies.




REIGNITE YOUR POTENTIAL FRPA | 2021

19

**WEBSITE**: How many of you have a spot **on your parks/ organization's website**? or if you have a related foundation, do you have a link?

https://www.broward.org/Parks/Pages/SpecialPopulations.aspx

**NEWSLETTER:** Do you have one?? Is it printed or virtual.

**MEETINGS:** How many do you attend?

**RESOURCE FAIRS:** Do you attend, in person/ virtual (related to populations served- elderly, veterans, rehabilitation, etc.)

**BUSINESS CARDS:** If you have one, what is included?( surveys, homepage, etc.)

**EMAIL SIGNATURE:** Do you provide any links to webpages or surveys to give feedback about your division?

REIGNITE YOUR POTENTIAL FRPA | 2021

20

**PowerPoint:** for events for Park staff, administration, sponsors, and participants:
PowerPoint of your Division with voice over (your message taped).
PowerPoint of your Event (bowling drive through event)
Other???

**Pictures:** Do you send out pictures to administration or program participants?

**Blogs, chat rooms**: ???

**Survey Monkey:** How do you obtain feedback from community, participants, vendors, etc.

**Mailchip:** Do you send out a survey, and how often?

**Presentations:** Are you providing any presentation about your expertise or your program?

REIGNITE YOUR POTENTIAL FRPA | 2021

21

***Support Groups:*** *Do you provide or attend any* ***support groups****??*

***Outside agencies:*** *Where can you* ***externally advertise*** *your programs? ( other cities, Adult/ senior centers, clubs, organizations, etc.)*

***Volunteer:*** *Do you on any* ***volunteer committees/ boards****?*

***Professional member****: Join a* ***professional organization- and be on a committee****. FRPA, NRPA, ATRA, AMA, American Marketing Association?? Other*

***YouTube??*** *Have you* ***created a video****??*

REIGNITE YOUR POTENTIAL FRPA | 2021

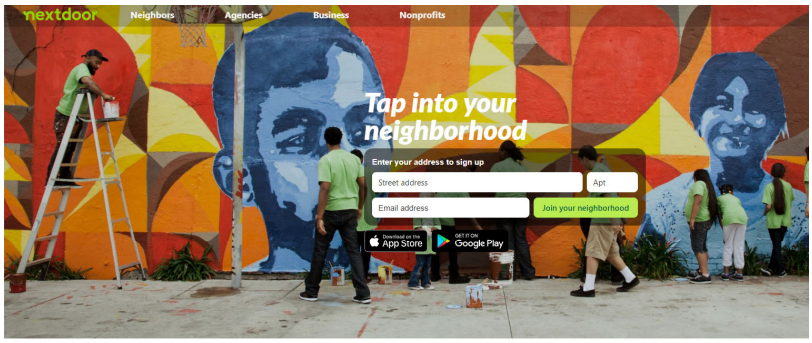
22

QR codes-Quick Response code that is reliable, 2-D, matrix barcodes that store more data than a standard barcode.

Tracking attendance
Increased use during Covid Pandemic
Workshops
Class Registration
Discounts at a register
Touch free payments
Hyperlink to a page or document
Phone number
Email
Contact

23

https://nextdoor.com/




***Get the most out of your neighborhood with Nextdoor***

It's where communities come together to greet newcomers, exchange recommendations, and read the latest local news. Where neighbors support local businesses and get updates from public agencies. Where neighbors borrow tools and sell couches. It's how to get the most out of everything nearby. Welcome, neighbor.

REIGNITE YOUR POTENTIAL
FRPA | 2021

24

***FACEBOOK:*** *Can you advertise for event/ registrations on* ***Facebook*** *via your organization??*

*Facebook group- Florida Recreational Therapists, public group with 144 members (share programs, ask questions, advertise jobs, conferences, etc.)*

- **News Feed:** Is the constantly updating stream of status updates, photos, videos, links, app activity, and likes from the people, pages and groups that you follow on Facebook. Its goal is to deliver the right content to the right people at the right time so they don't miss the stories that are important to them.

- **Verified Page**: A page that has been verified by Facebook to let people know that the Page is authentic. If you see a blue badge (a checkmark) on a Page or profile, it means that Facebook has confirmed that it is the authentic Page or profile for a public figure, media company or brand. If you see a gray badge on a Page, it means that Facebook has confirmed that it is an authentic Page for a business or organization.

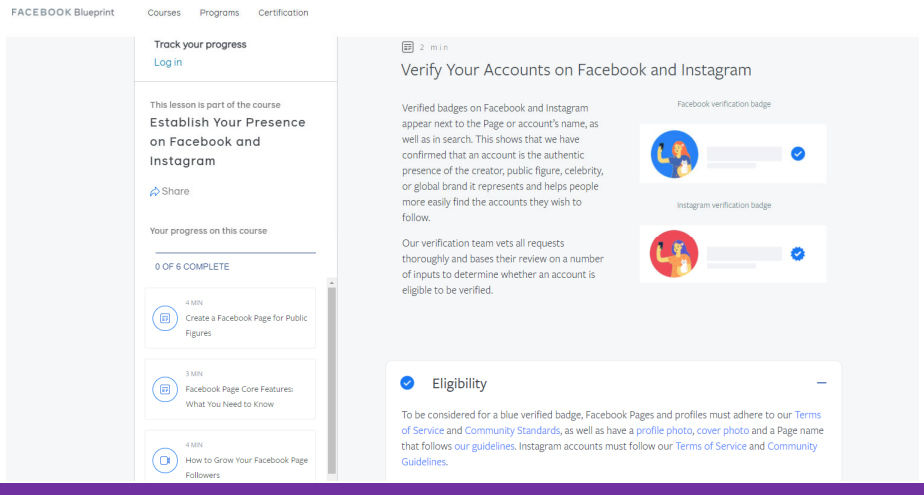
- **Trending:** Trending shows a list of topics and hashtags that have recently spiked in popularity on Facebook.

***BROCHURE:*** *How many of you have a* ***separate brochure****? Or are you listed on your organization's brochure?*

***BRANDING:*** *Are you including the* ***branding*** *and logo of your organization/ division? Same logo anhd rormat*

25

Getting verified: Confirm your authenticity on Facebook and Instagram.




REIGNITE YOUR POTENTIAL FRPA | 2021

26

**FACEBOOK Algorithm??**

Relationship- who a user typically interacts with.
Content type- type of media in the post ( video, link, image, etc.)
Popularity- how many likes/ engagements that posts gets
Recency- newer posts are shown first

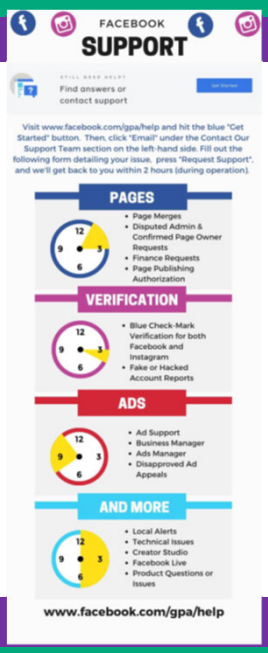
Post content that encourages interaction. Ask questions or use captivating photos
- Aim for items with emotion, not necessarily like
- Respond to comments
- Vary Media on Posts
- Focus on your target audience
- Post when they are online
- Stay relevant Post once a day, no more than up to 3 times a day

REIGNITE YOUR POTENTIAL FRPA | 2021

27

Facebook for Government, Politics & Advocacy: www.facebook.com/gpa/helpThey will respond with 2 hours during operation

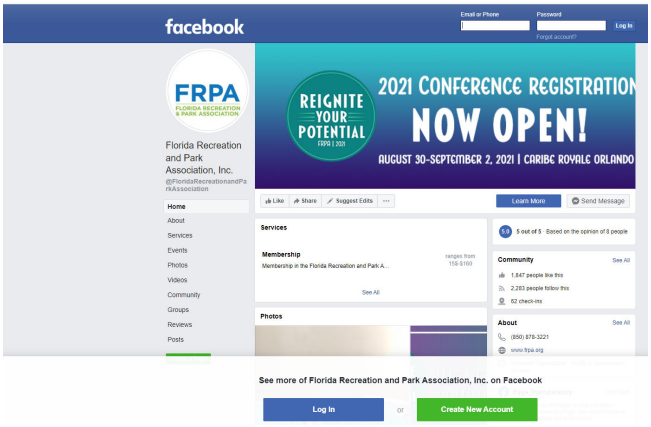
Facebook Groups:
Parks & Recreation Social Media Professionals
Government Social Media
Women in Parks and Recreation
Parks and Rec Done Right
Florida Recreational Therapists
https://www.facebook.com/nctrcorg




REIGNITE YOUR POTENTIAL FRPA | 2021

28

https://www.facebook.com/FloridaRecreationandParkAssociation/?ref=hl




REIGNITE YOUR POTENTIAL FRPA | 2021

29

Do you have a banner or table top display for a resource fair?

Add pictures, messages, logos, contact information, and take to all events, indoors and outdoors.

REIGNITE YOUR POTENTIAL FRPA | 2021

30

**Podcast and Webinars:**

Podcasts are audio-only, whereas webinars can include multimedia, including audio, video, and graphics, etc.

Although they can be recorded for future use, webinars happen in real-time as opposed to podcasts, which are, for the most part, pre-recorded. Webinars are now being recorded, and some can be viewed for free, or for a fee.

REIGNITE YOUR POTENTIAL FRPA | 2021

31

**Webinar - Using Social Media to Your Advantage (2021)** Continue Shopping Add to Cart

Member Price
$20.00
Non-Member Price
$25.00

*Merchandise Description*

Once registered you can access the login instructions and link from the **"My Transactions"** section of the website-under **Downloadable Products.**

*Amy Zengotita, Parks and Recreation Director, City of South Daytona*
Algorithms are complicated and seem overwhelming. Learn the algorithms for Facebook and Twitter, which will provide the background information to create effective posts. Find out about easy to use applications that help your social media posts. (Hootsuite, Canva.com, Raw Shorts, etc.). Finally, show and tell your most successful post.

**Learning Objectives**

- Learn the algorithms for Facebook and Twitter.
- Identify tools that will assist you in the creations of posts.
- Hear about successful posts from other agencies to assist you in creating high performing posts.

0.1 CEUs

**Webinar - Digital Marketing that ROCKS (2021)** Continue Shopping Add to Cart

Member Price
$20.00
Non-Member Price
$25.00

*Merchandise Description*

Once registered you can access the login instructions and link from the **"My Transactions"** section of the website-under **Downloadable Products.**

*Gabriel Castillo, CPRP, Founder/CEO of RecStar Consulting*
Explore the current trends and techniques in digital marketing, social media, SEO, content and mobile trends. Learn how digital marketing can matter the most to you and your organization.

**Learning Objectives**

- Identify trends in digital marketing.
- Recognize what changes have taken place in digital marketing.
- Identify examples of what new tech apps can help you do your job.

0.1 CEUS

REIGNITE YOUR POTENTIAL FRPA | 2021

32

SEO stands for search engine optimization, which is a digital marketing strategy that focuses on your website's presence in search results on search engines like Google. When you understand how SEO works, you can use different tactics to increase your visibility - or how high you rank in search results.

REIGNITE YOUR POTENTIAL FRPA | 2021

33

1. SEO QUAKE free https://www.seoquake.com/index.html
2. SEMRUSH free from google https://www.semrush.com/
3. SCREAMING FROG - free https://www.screamingfrog.co.uk/
4. MOZ - $ https://moz.com/
5. Hubspot $ https://www.hubspot.com/

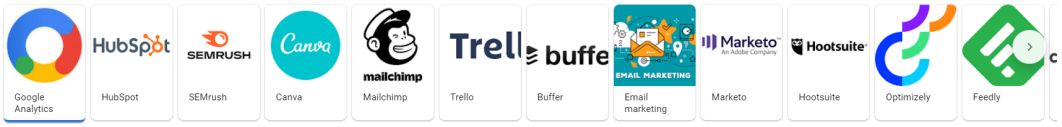
REIGNITE YOUR POTENTIAL FRPA | 2021

34

## Free LOOLIE ANALYTICS

1. Measure what matters - measure revenue, return on investment - ROI.
2. Let the most of or advertising - link to various ads.
3. Build a complete picture - compare results - search or YouTube.
4. Connect your insights to results - how do people react to your ads.

Online marketing tools






## SMS - Simple texting - short code.

### How you can use texting to market your business/program:

1. Text for customer service support/questions
2. Text promotions Using MMS
3. Text-2-Win sweepstakes/giveaways
4. Automated text campaigns
5. Text-To-Answer Polls + Surveys
6. Manage sales via text
7. Text to notify participants of program updates
8. Other? How many of you got a marketing text today?

Apps:

Stop downloading garbage software, and stick to downloading programs and browser extensions directly from their makers and official app stores. You don't need half the apps on your phone, and **getting rid of what you don't need can make your phone feel faster. Once you clear out the apps you don't use, audit the privacy permissions of what's left.**

If you have an **iPhone, open *Settings* and tap the *Privacy* option**. **On Android, head to *Settings* > *Apps*, and then tap the gear icon and select *App Permissions*.**

Here, you can see which apps have access to your location, contacts, microphone, and other data. Disable permissions where they don't make sense—for example, Google Maps needs your location to function, but your notes app doesn't.

In the future, think about app permissions as you install new software; **if an app is free, it's possibly collecting and selling your data.**

37

**TWITTER:**

•**Hashtag**: The # symbol is called a hashtag and it is used to mark keywords or topics in a tweet. It was created by Twitter users as a way to categorize messages and can occur anywhere in the tweet - at the beginning, middle, or end.

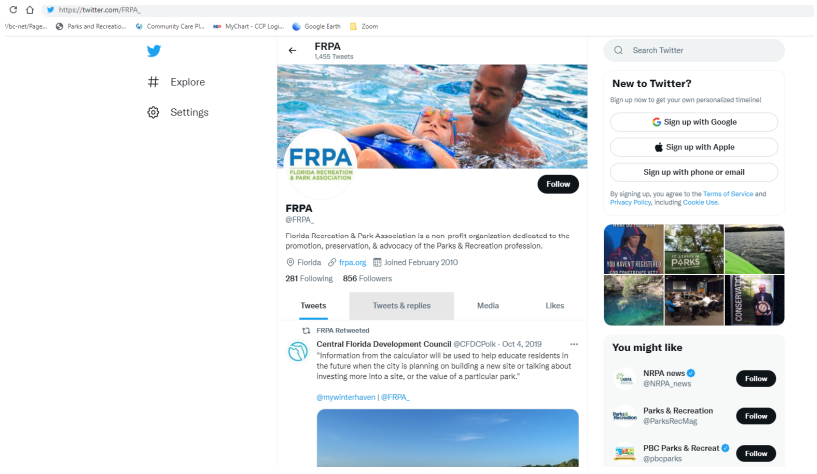
•**Handle**: A Twitter handle is your username, e.g. @BrowardCounty.

•**Quote Tweet**: Allows you to type your own comments in the ***Add a Comment*** field when retweeting.

•**Mention**: A mention is a tweet that contains another user's @username anywhere in the body of the tweet. (Replies are also considered mentions.) Mentions are collected in the ***Notifications*** tab.

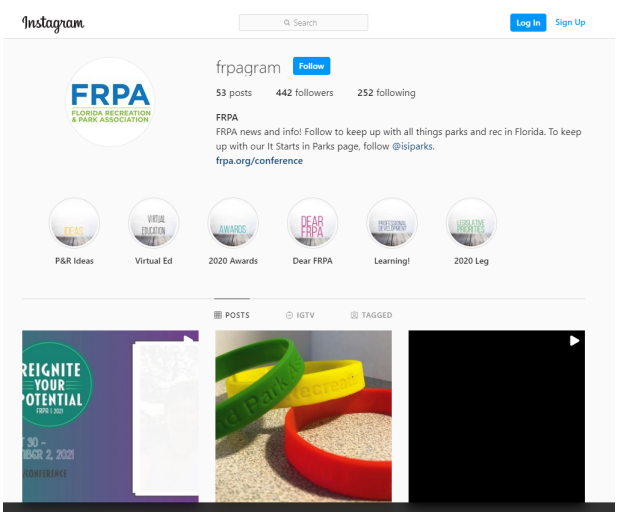
38

https://twitter.com/FRPA_



39

https://www.instagram.com/frpagram/



40

CONNECT WITH FRPA

@ItStartsInParks
@FloridaRecreation andParkAssociation

@ISIParks
@FRPA_

@ISIParks
@frpagram

# 2021 Therapeutic Recreation Institute

Thank you for registering for the 2021 Annual Therapeutic Recreation Institute. Watch your email inbox for newsletters leading up the the Institute.

Your Name Badge will read:
**Mary Palacios**
**Special Populations Manager**
**Broward Co Parks and Recreation**

If this is incorrect, let us know before July 31 or log in to your account at frpa.org and make your changes.

- Check your information in the box to the right and make sure it is correct. This is what will be printed on your badge.
- Tell a friend about the TR Institute and FRPA Conference!
- Download the FRPA Events App and begin planning your week.
- Make your hotel reservations now.
- Volunteer with the Conference!
- Start gathering items for the Service Project

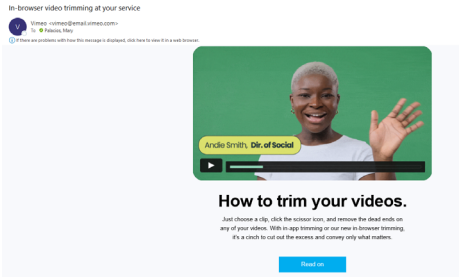
REIGNITE YOUR POTENTIAL FRPA | 2021

41

# Vimeo Blog

https://vimeo.com/blog/post/how-to-trim-your-videos-on-vimeo/?utm_source=email&utm_medium=vimeo-newsletter-20210&utm_campaign=399;0

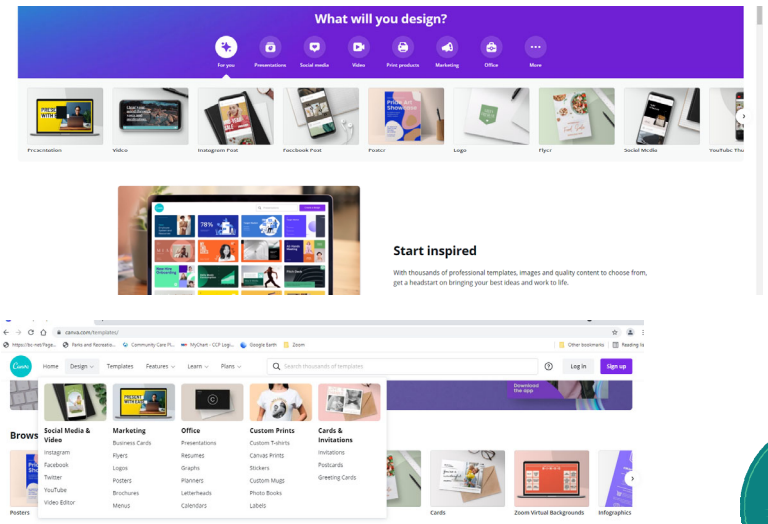
If there's one thing any video maker – or watcher – will tell you, it's that editing is *everything*. Whether it's a Zoom meeting that ran long or a product b-roll blooper, being able to cut out your video's fluff can do wonders for your watch rate and your behind-the-scenes flow. It should be easy for you to edit any video you make – which is why Vimeo users can easily trim their content on both our mobile app *and* on our desktop web experience.




REIGNITE YOUR POTENTIAL FRPA | 2021

42

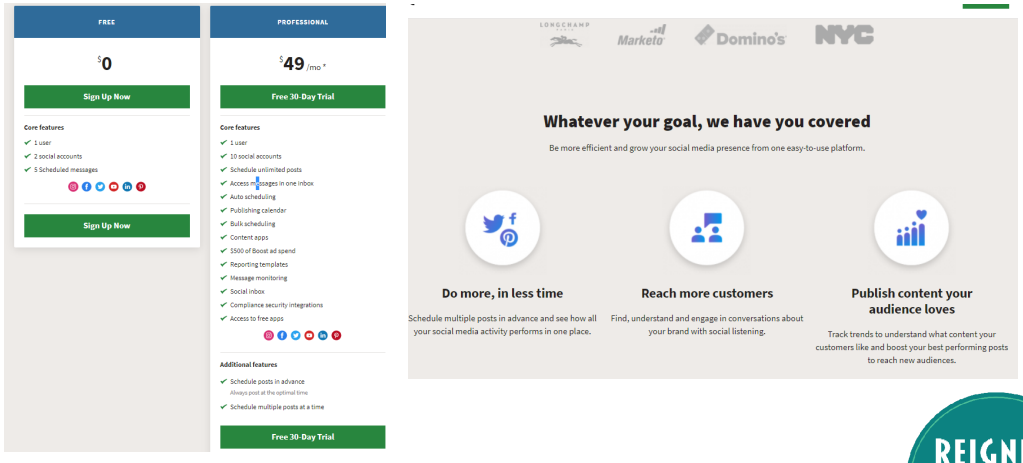
## CANVA.COM https://www.canva.com/




REIGNITE YOUR POTENTIAL FRPA | 2021

43

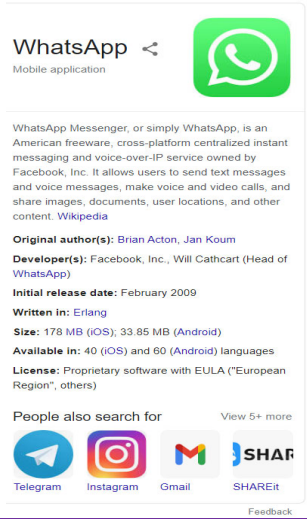
## https://www.hootsuite.com/plans/free-account




REIGNITE YOUR POTENTIAL FRPA | 2021

44

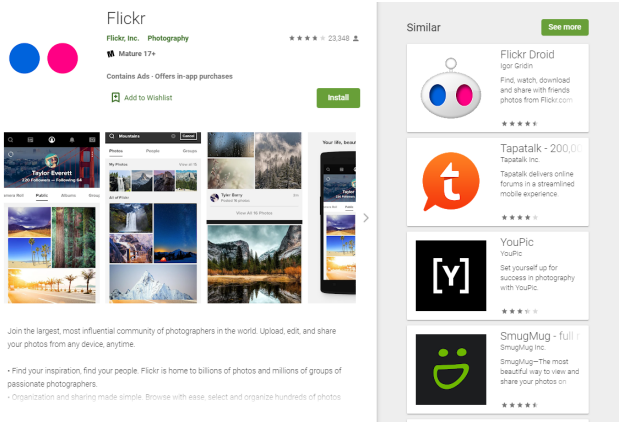
WhatsApp




REIGNITE YOUR POTENTIAL FRPA | 2021

45

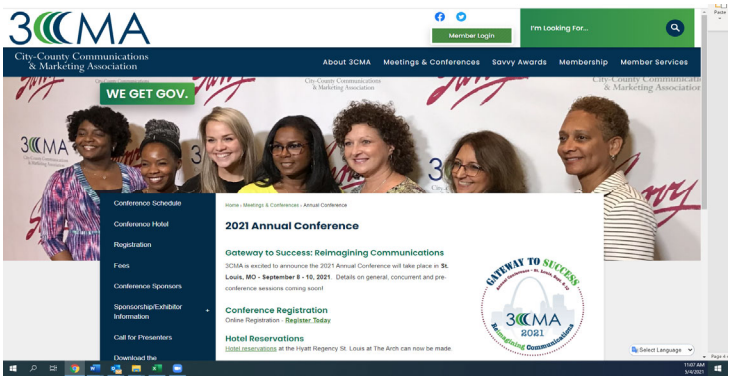
https://playgoogle.com/store/apps Free and paid apps




REIGNITE YOUR POTENTIAL FRPA | 2021

46

City County Communications and Marketing Association 3CMA, St. Louis, MO September 8-10, 2021




Other??

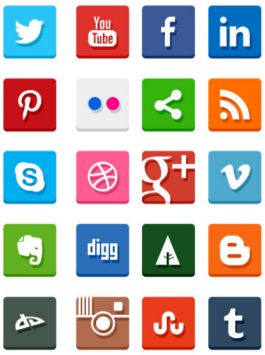


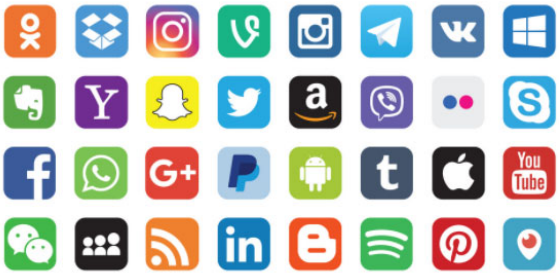
## FREE MARKETING SITES:

## Some free aspects, but can also $additional

https://www.visme.co/
https://www.123rf.com/
https://about.easil.com/
https://www.godaddy.com/studio
https://www.madewithover.com/
https://www.postermywall.com/

Other??





REIGNITE YOUR POTENTIAL
FRPA | 2021

49

REIGNITE YOUR POTENTIAL
FRPA | 2021

50

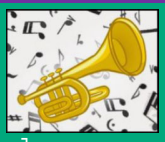
**Do your research!** Check with your agency regarding marketing protocol.

**Secure your accounts-** use a password manager. 2 step authentication. Updates. Your data is saved.

Time permitting: Special Population PowerPoint videos



## TOOT YOUR HORN: AND BE HEARD



Sunday, August 29, 2021, 4:30pm.-5:30pm.
Learning objectives:

1. Identify 3 ways to creatively market and promote your TR and related programs to individuals to individuals and agencies in the community.

2. Recognize the benefits of establishing on-going community partnerships as a way to increase the visibility of your programs/services.

3. Understand the importance of continually educating your own agency about your programs/services.

**Thank you to STRIVE RECREATIONAL THERAPY and FRPA for sponsoring the FRPA, TR Institute, August 28-30, 2021**

https://striverts.com/
INFO@STRIVERTS.COM 248-922-1236

REIGNITE YOUR POTENTIAL FRPA | 2021

53

BROWARD COUNTY FLORIDA PARKS AND RECREATION

**Mary Wilson Palacios, CTRS, CPRP**
**Broward County Parks and Recreation**
**Special Populations Manager**
**(954) 357-8170**

www.Broward.org/Parks
www.facebook.com/browardcountyparks

REIGNITE YOUR POTENTIAL FRPA | 2021

54

REIGNITE
YOUR
POTENTIAL
FRPA | 2021
FRPA
FLORIDA RECREATION
& PARK ASSOCIATION
For more information about the Florida Recreation and
Park Association visit frpa.org
55