




**REIGNITE
YOUR
POTENTIAL**
FRPA | 2021


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

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**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



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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.

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THERAPEUTIC RECREATION INSTITUTE



SPONSORED BY: 

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.



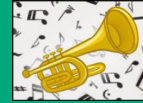
This brochure is fully interactive! Click on helpful buttons and links



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 benefit 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.

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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	

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

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

	<div><div></div><div>0%</div><div>20</div><div>40</div><div>60</div><div>80</div><div>100</div></div>										
	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 they 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

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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.



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...](#)



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.



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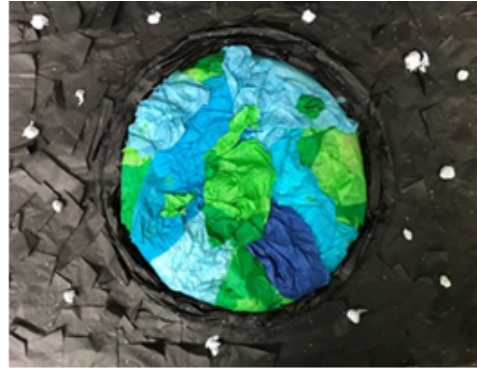
The Special Populations Section's 3Rs Art Program, for adults 18 and over with developmental and intellectual disabilities, ended another successful session with a Virtual Art Show. All the artists continue to improve on their art skills and enjoyed showcasing their art pieces for their family and friends.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

Virtual Art Show April 22, 2021



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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.



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



HOW DOES AIRA WORK?

1. Download the free "Aira" app at aira.io/app, or call 1-800-835-1934, or email support@aira.io. You don't need a credit card, only a phone number.
2. Engage the app and connect with a trained Aira agent on demand.
3. Receive up to 30 minutes real-time assistance exploring Broward Parks' guestfenced areas including walking or nature trails, rental halls, campgrounds, offices, pavilions, or restrooms. An Aira agent will assist you to social distance through crowds, read posted signs, and access amenities.

Individuals with disabilities requesting accommodations to participate in program services and activities must contact the Special Populations Section at 954-257-8170 or TTY 954-257-2844 at least five (5) business days prior to the scheduled event.

BROWARD COUNTY
A SERVICE OF THE BROWARD COUNTY BOARD OF COUNTY COMMISSIONERS
PARKS AND RECREATION DIVISION
2020-2021. 200 N. W. 1st Street, Ft. Lauderdale, FL 33301-0001 • 954-257-8170 • publicrelations@broward.org
broward.org/Parks

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



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THANK YOU from Special Populations! - Virtual Musical Expressions Program - June - August 2021

Crista, Anamaris
to: @Bartara, Delcort, @Mara, Alicia
cc: @Frisco, Mary

Once again, thank you for collaborating with the Special Populations Section for yet another great session of our Virtual Musical Expressions Program! The participants have continued to enjoy "jamming" out with various percussion instruments to some of their favorite songs during the course of this session.

We hope you enjoy the photos below from our final class and certificate presentation this session! 🎉

Virtual Musical Expressions Program
June – August 2021



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

CA 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 - ...

CA Cretu, Anamaria
To: pauljames2003@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**



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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.





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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.

My Contacts

Contacts - mpalacios@broward.org

Contacts - Special Populations

3R's

Bowling

CAL - 1

CAL - ED

CAL - OT

CAL - Ind

CAL - PR 1

DD 18 - SC

DD 18 - Adult Agency

DD 18 - GH

DD 18+ Ind

DD Education Centers

DD High School

DD Middle School

DD High School

DD Middle School

DD Teens & YA - Ind

DD Teens - Agency

DD Teens - ED

DD Teens - GH

DD Teens - SC

EH - VB

EH 18 - Adult Agency

EH 18+ Ind

Handcycle PD 18+

Interested Tandem Captains

PD - Agency

PD 18+

PD Youth

Pins-n-Pals

Tandem Stokers - VI

Tandem Volunteers - Captains

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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?

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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?



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??



QR codes-Quick Response code that is reliable, 2D, matrix barcode 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
Phonenumber
Email
Contact

**Registration now open for
Virtual Industry Certification Programs!**

Barista Training Program
offered via Zoom
9/13 TO 10/18 (6 WEEKS)
MONDAYS
4:00 - 5:00 PM EST
COST: \$100.00



PARTICIPANTS WHO PASS THE EXAM
WILL RECEIVE SERVESAFE CERTIFICATION

Retail Fundamentals
offered via Zoom
9/14 TO 10/19 (6 WEEKS)
TUESDAYS
5:30 - 6:30 PM EST
COST: \$100.00



PARTICIPANTS WHO PASS THE EXAM
WILL RECEIVE CERTIFICATION FROM THE
NATIONAL RETAIL FEDERATION

Interested in lifelong learning or social classes?
Join us for Coping Skills, Daily Living, Job Club,
Dating/Relationships, Zumba, Disney Lovers' Club
and more!

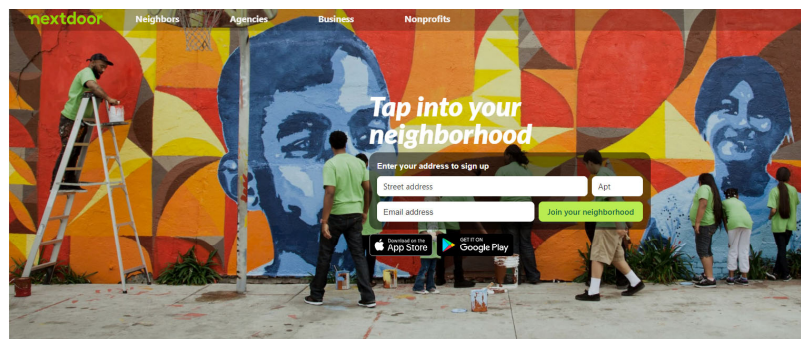
REGISTER NOW!
WWW.UNICORNCHILDRENSFOUNDATION.ORG/CLASSES

FOR MORE INFORMATION CONTACT:
KERRI MORSE, ED.D.
KERRI@UNICORNCHILDRENSFOUNDATION.ORG

REGISTRATION: CHARGE - A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL FREE WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.

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<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.



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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 and format

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Getting verified: Confirm your authenticity on Facebook and Instagram.

FACEBOOK Blueprint Courses Programs Certification

Track your progress
Log in

This lesson is part of the course
Establish Your Presence on Facebook and Instagram

Share

Your progress on this course
0 OF 6 COMPLETE

- 4 MIN Create a Facebook Page for Public Figures
- 3 MIN Facebook Page Core Features: What You Need to Know
- 4 MIN How to Grow Your Facebook Page Followers

2 MIN Verify Your Accounts on Facebook and Instagram

Verified badges on Facebook and Instagram appear next to the Page or account's name, as well as in search. This shows that we have confirmed that an account is the authentic presence of the creator, public figure, celebrity, or global brand it represents and helps people more easily find the accounts they wish to follow.

Our verification team vets all requests thoroughly and bases their review on a number of inputs to determine whether an account is eligible to be verified.

Facebook verification badge

Instagram verification badge

Eligibility

To be considered for a blue verified badge, Facebook Pages and profiles must adhere to our [Terms of Service](#) and [Community Standards](#), as well as have a [profile photo](#), [cover photo](#) and a Page name that follows our [guidelines](#). Instagram accounts must follow our [Terms of Service](#) and [Community Guidelines](#).



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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

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

Facebook Groups:

Parks & Recreation Social Media Professionals

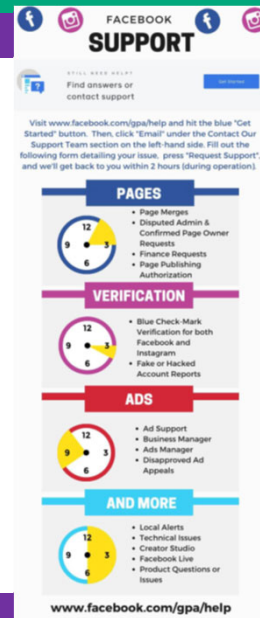
Government Social Media

Women in Parks and Recreation

Parks and Rec Done Right

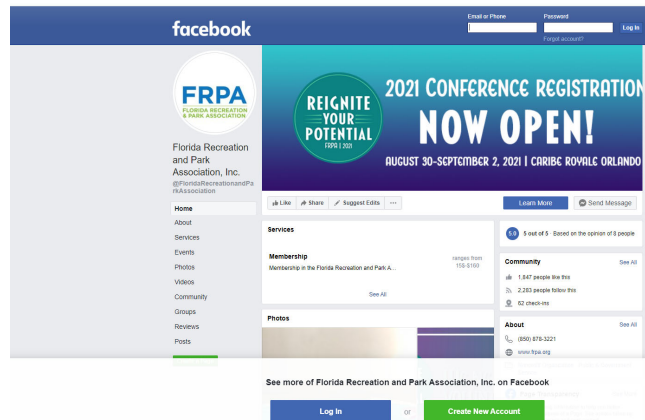
Florida Recreational Therapists

<https://www.facebook.com/nctrcorg>



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



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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.



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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.



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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 Zengotta, 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



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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.



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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/>

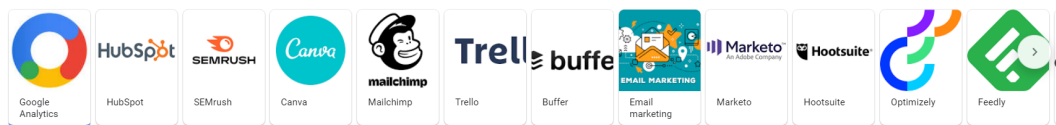


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Free LOOLIEANALYTICS

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 on 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 M M S
3. Text-2-W in 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.



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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.

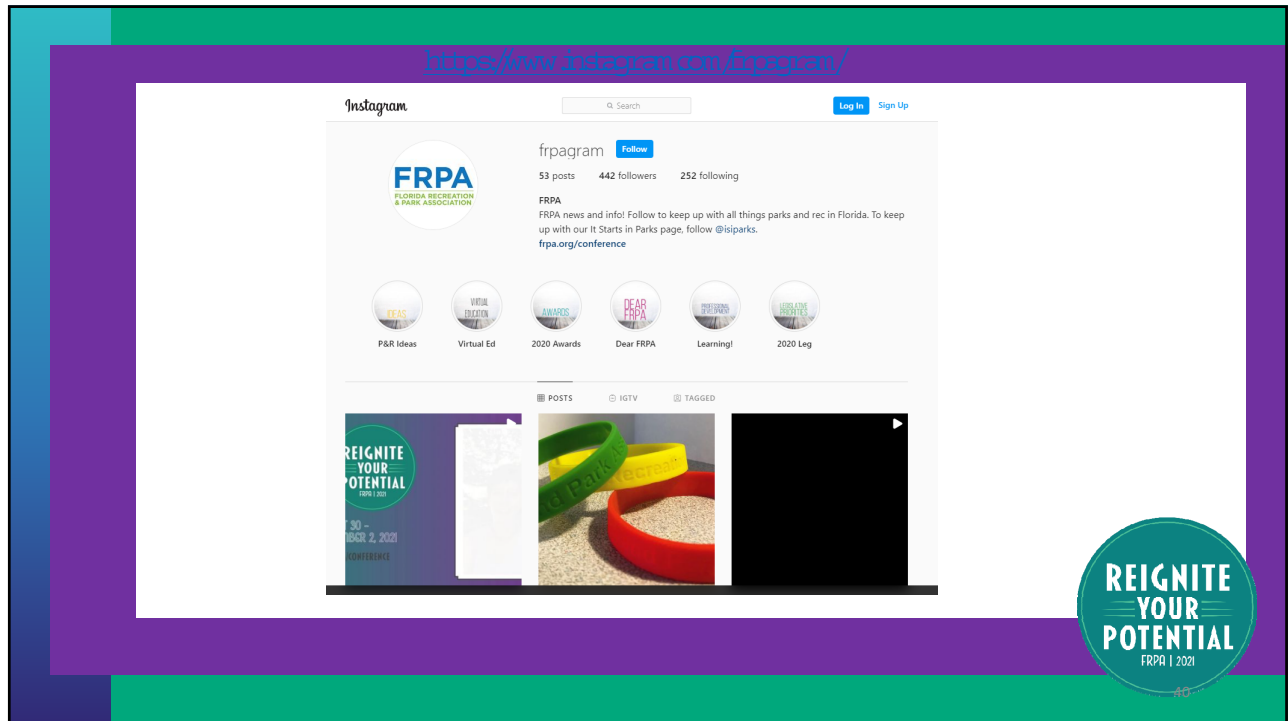
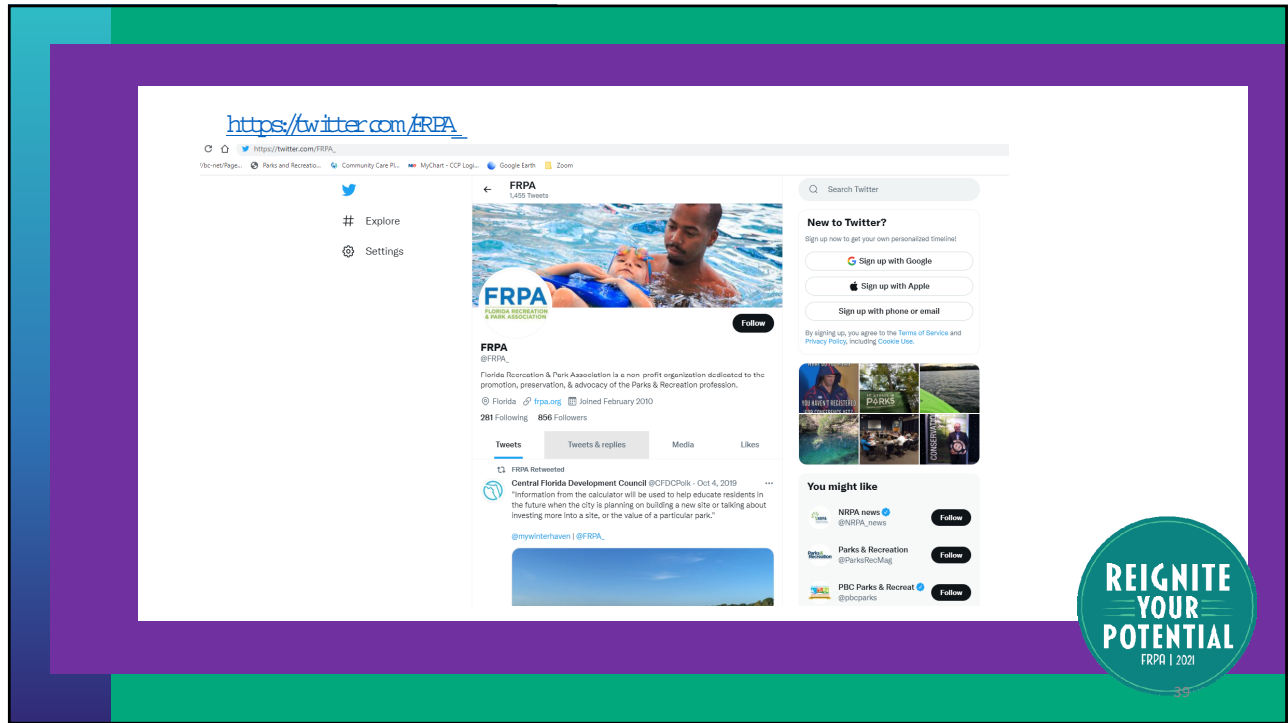
•**Handle:** A Twitter handle is your username, e.g. @BrowardCounty.

•**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.




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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](#)




Vimeo Blog


https://vimeo.com/blog/post/how-to-trim-your-videos-on-vimeo/?utm_source=email&utm_medium=vimeo-newsletter-2020&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.

In-browser video trimming at your service



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Andie Smith, **Dir. of Social**

How to trim your videos.

Just choose a clip, click the scissor icon, and remove the dead ends on any of your videos. With in-app trimming or our new in-browser trimming, it's a cinch to cut out the excess and convey only what matters.

Trim video



CANVA.COM <https://www.canva.com/>

What will you design?

For you Presentations Social media Video Print products Marketing Office More

Presentation Video Instagram Post Facebook Post Poster Logo Flyer Social media YouTube Vlog

Start inspired

With thousands of professional templates, images and quality content to choose from, get a headstart on bringing your best ideas and work to life.

Home Design Templates Features Learn Plans Search thousands of templates Log in Sign up

Browse

- Social Media & Video**
 - Instagram
 - Facebook
 - Twitter
 - YouTube
 - Video Editor
 - Posters
- Marketing**
 - Business Cards
 - Flyers
 - Logos
 - Posters
 - Brochures
 - Menus
- Office**
 - Presentations
 - Resumes
 - Diagrams
 - Planners
 - Letterheads
 - Calendars
- Custom Prints**
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- Cards & Invitations**
 - Invitations
 - Postcards
 - Greeting Cards

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Sign Up Now	Additional features <ul style="list-style-type: none"> ✓ Schedule posts in advance Always post at the optimal time ✓ Schedule multiple posts at a time
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Be more efficient and grow your social media presence from one easy-to-use platform.

Do more, in less time

Schedule multiple posts in advance and see how all your social media activity performs in one place.

Reach more customers

Find, understand and engage in conversations about your brand with social listening.

Publish content your audience loves

Track trends to understand what content your customers like and boost your best performing posts to reach new audiences.

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WhatsApp

Mobile application



WhatsApp Messenger, or simply WhatsApp, is an American freeware, cross-platform centralized instant messaging and voice-over-IP service owned by Facebook, Inc. It allows users to send text messages and voice messages, make voice and video calls, and share images, documents, user locations, and other content. [Wikipedia](#)

Original author(s): Brian Acton, Jan Koum
Developer(s): Facebook, Inc., Will Cathcart (Head of WhatsApp)
Initial release date: February 2009
Written in: Erlang
Size: 178 MB (iOS); 33.85 MB (Android)
Available in: 40 (iOS) and 60 (Android) languages
License: Proprietary software with EULA ("European Region", others)

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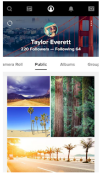

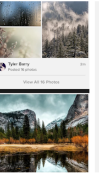
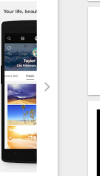
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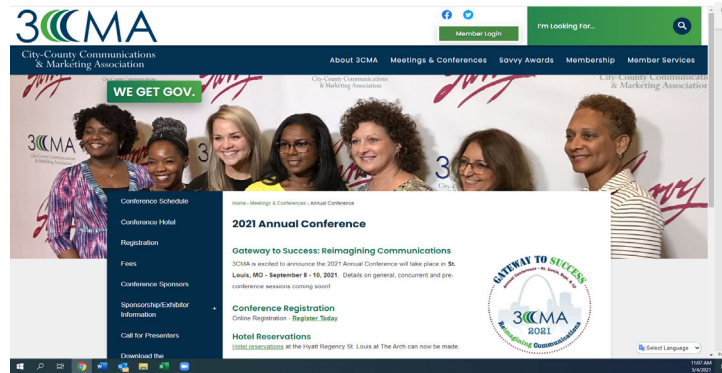


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SmugMug Inc.
SmugMug - The most beautiful way to view and share your photos on

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



Other??



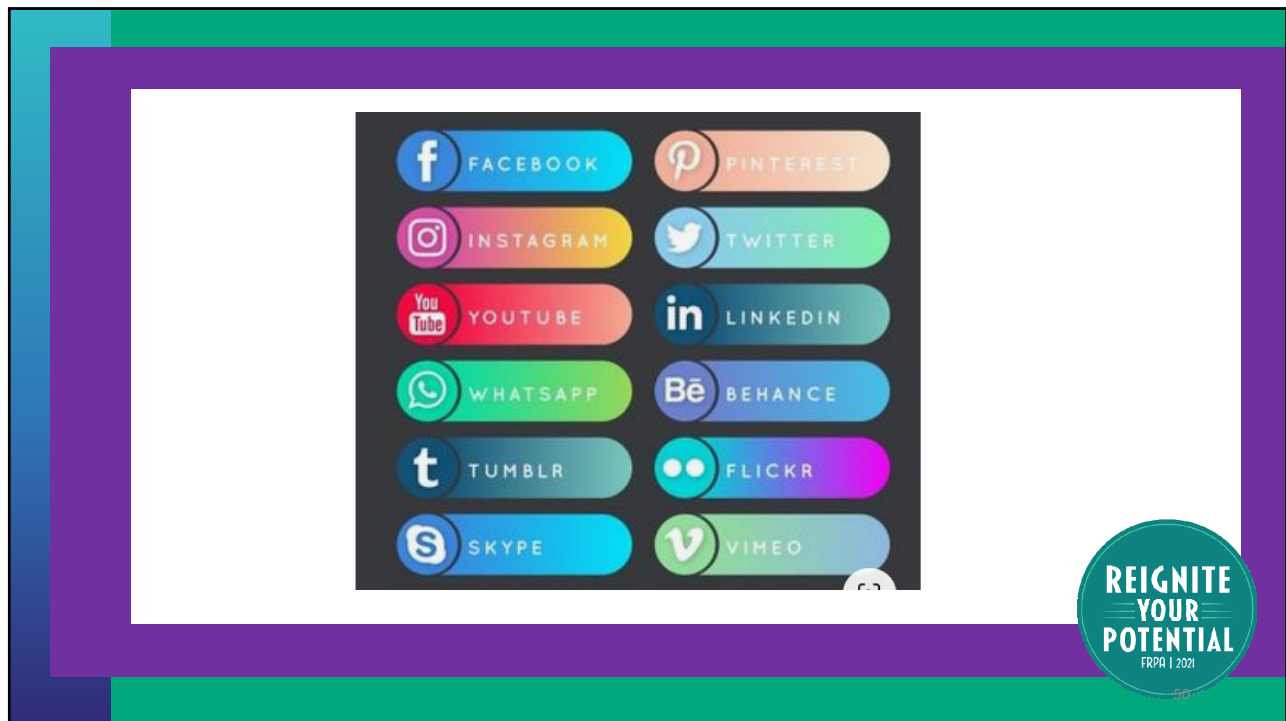
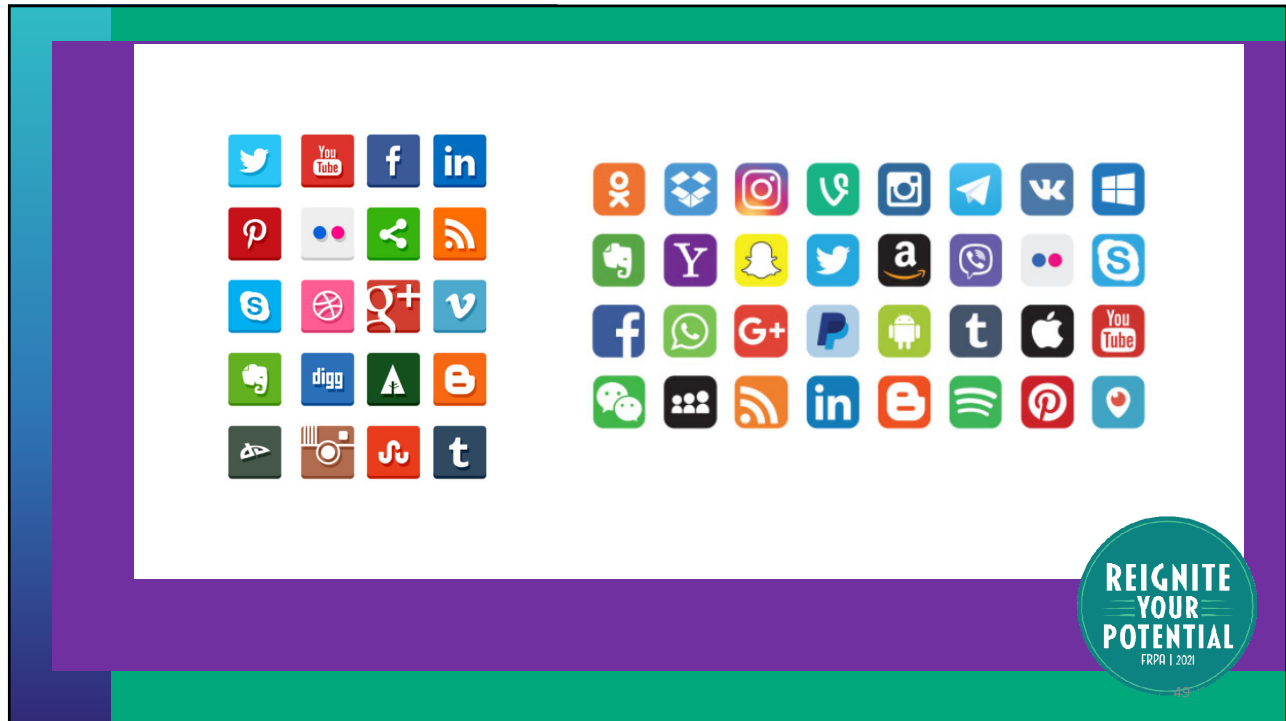
FreemarkerinL sites:

Some free aspects, but can also \$additional

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<https://www.123rf.com/>
<https://about.easil.com/>
<https://www.godaddy.com/studio>
<https://www.madewithover.com/>
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Other??





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



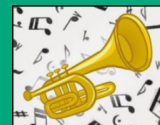
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TOOT YOUR HORN :AND BE HEARD

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

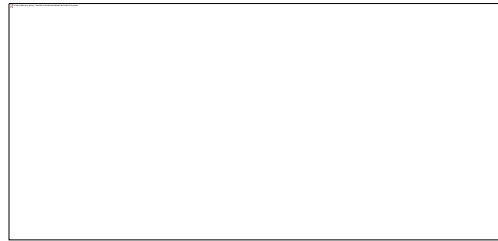
Learning objectives:

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



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



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Broward County Parks and Recreation
Special Populations Manager
(954) 357-8170

www.Broward.org/Parks
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