



ERICSA

The logo features the word "ERICSA" in a bold, white, sans-serif font inside a teal, rounded rectangular sign with a white border. Below the sign, two teal poles support it. In the background, there are stylized white clouds with blue outlines against a light blue sky, and a grey road with yellow dashed lines curving through green hills. Two orange road signs, one pointing up and one pointing down, are also visible behind the main sign.

On the Road Again

**A
VIRTUAL
ROAD
TRIP**

MAY 24 - 26, 2021

Thank you to our sponsor!

FAST
ENTERPRISES



Let's Get Digital!

Michelle Jadczak, *Office of Child Support Enforcement, Division of Program Innovation*

Mariellen Keely, *Virginia Department of Social Services, Division of Child Support Enforcement*

Bruce Erickson, *Minnesota Department of Human Services, Child Support Division*

Moderator: David Ramm, *Grays Peak Strategies*



Presentation Outline

- Introduction
- OCSE Digital Marketing Demonstration Overview
- Virginia's Digital Marketing Project
- Minnesota's Digital Marketing Project
- Questions and Conversation



Polling Question #1 – Digital Engagement

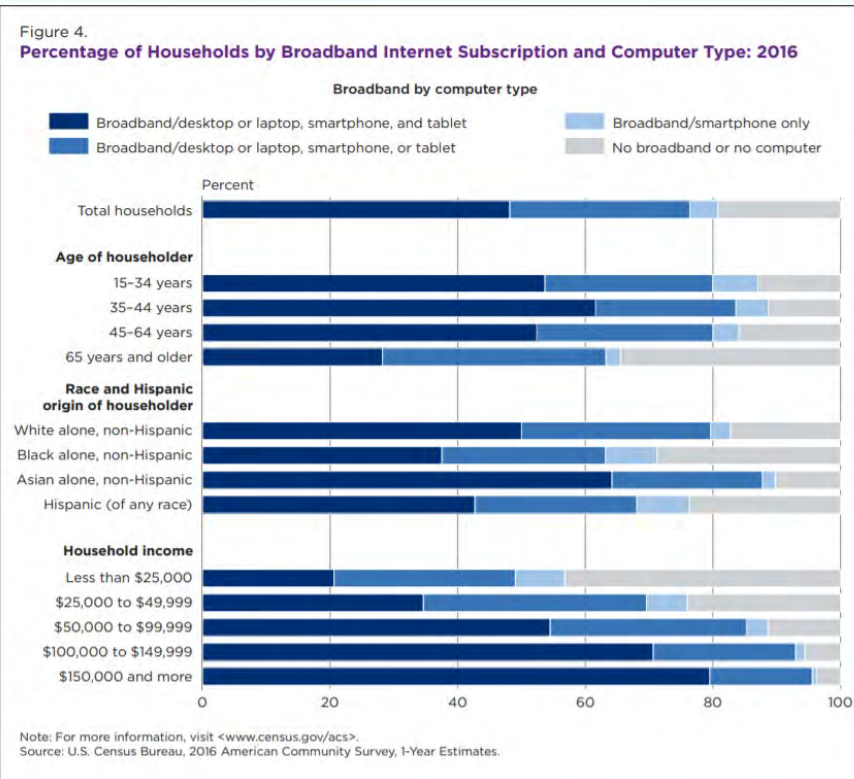
How would you rate your familiarity with digital engagement methods?

- “Flip phones are hip phones”
- “Personally? I own a smartphone, use Facebook, and do all the usual stuff. Professionally? Terra incognita”
- “Our program takes digital communications seriously, but we’ve never tried paying for ads and so forth”
- “Whether you see CPM, CTR, or VTC as KPIs in your PPC campaign is to some degree a function of the CTA”
- “I invented the internet.” [Only select if you are Al Gore]*

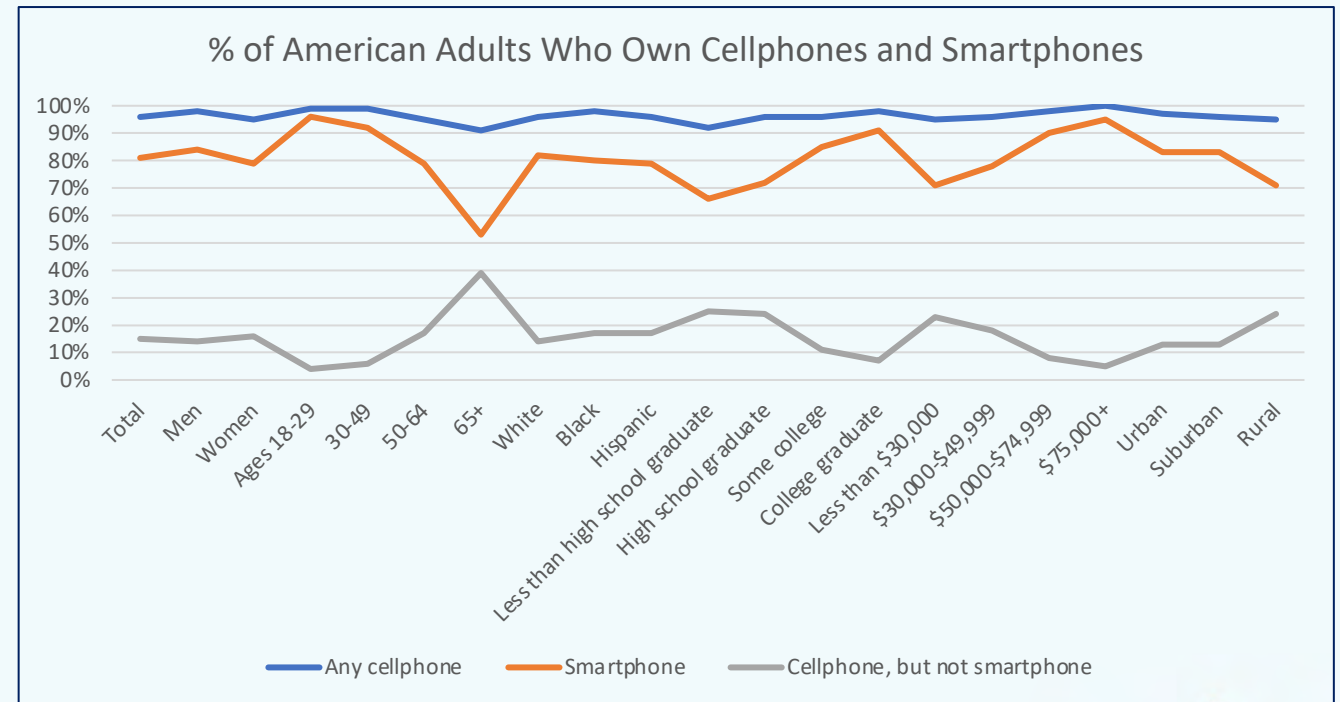
* In case you’re here, Al Gore, we want to acknowledge that you did not actually say this.



Digital Engagement Is the Norm



Source: Camille Ryan (2018). Computer and Internet Use in the United States: 2016.
<https://www.census.gov/content/dam/Census/library/publications/2018/acs/ACS-39.pdf>.



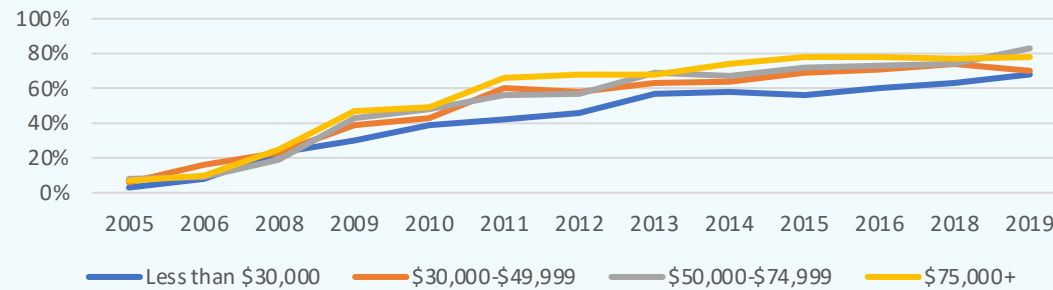
Source: Pew Research Center (2019). Mobile Fact Sheet. <https://www.pewresearch.org/internet/fact-sheet/mobile/>.



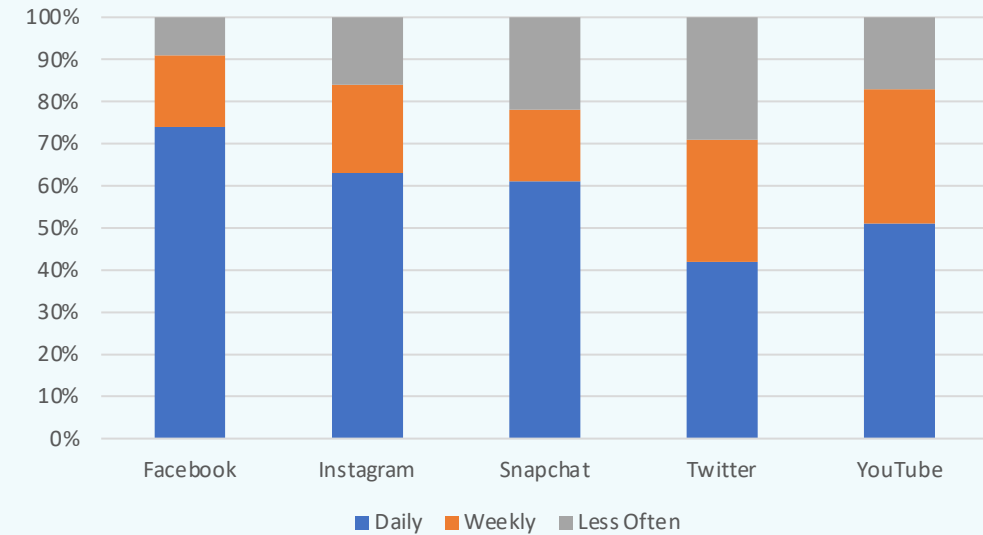
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Social Media Use Is the Norm

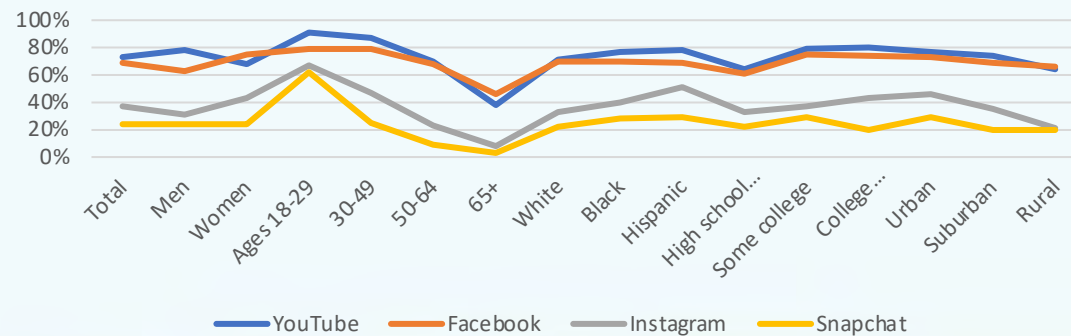
% of US Adults Using at Least One Social Media Site, by Income



% of Users of Social Media by Frequency of Use



% of US Adults Using Social Media Platforms



Source: Pew Research Center (2019). Social Media Fact Sheet.
<https://www.pewresearch.org/internet/fact-sheet/social-media/>.



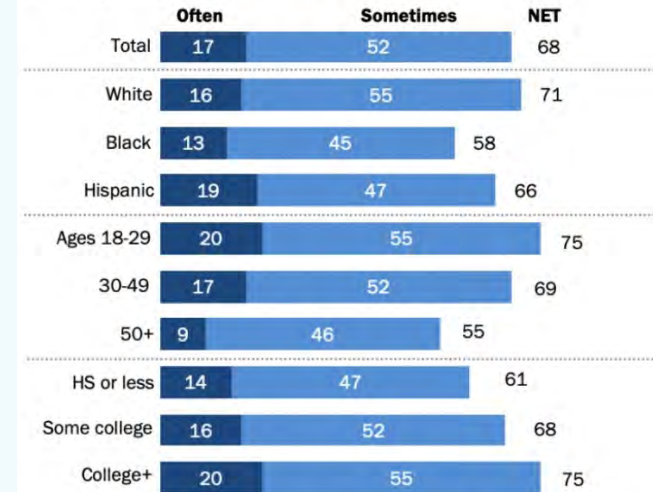
Parents Aren't Necessarily Happy about Being So Connected

According to Pew Research Center:

- 68% of parents with a child under 18 “say they at least sometimes feel distracted by their phone when spending time with their kids”
- 56% “say they spend too much time on their smartphone”
- 36% say they “spend too much time” on social media

68% of parents say they at least sometimes feel distracted by their phone when spending time with their kids

% of U.S. parents who say they ___ feel distracted by their smartphone while they are spending time with their children ...



Note: Based on parents who have at least one child under the age of 18 but may also have an adult child or children. This item was only asked among those who use a smartphone but is presented here among all parents. White and Black adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Those who did not give an answer or who gave other responses are not shown.

Source: Survey of U.S. adults conducted March 2-15, 2020.
“Parenting Children in the Age of Screens”

PEW RESEARCH CENTER

Source: Pew Research Center (2019). Parenting Children in the Age of Screens.

<https://www.pewresearch.org/internet/2020/07/28/parenting-children-in-the-age-of-screens/>.



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Polling Question #2 – Faxing

Outside of work, when you're told you need to fax a form and supporting documentation, which best describes your response:

- “Actually, I love faxing”
- Definitely *not* a solution involving the photocopier and fax at the office of your government employer
- Put it off, try to remember if you still have that old fax machine somewhere, and eventually just pay to fax everything at the local copy shop



Participants who answer “Actually, I love faxing” are automatically entered into a raffle for this man’s sweater vest.

OCSE Digital Marketing Demonstration Overview

Michelle Jadczak

Michelle.Jadczak@acf.hhs.gov

202-401-4578



Digital Marketing Demonstration

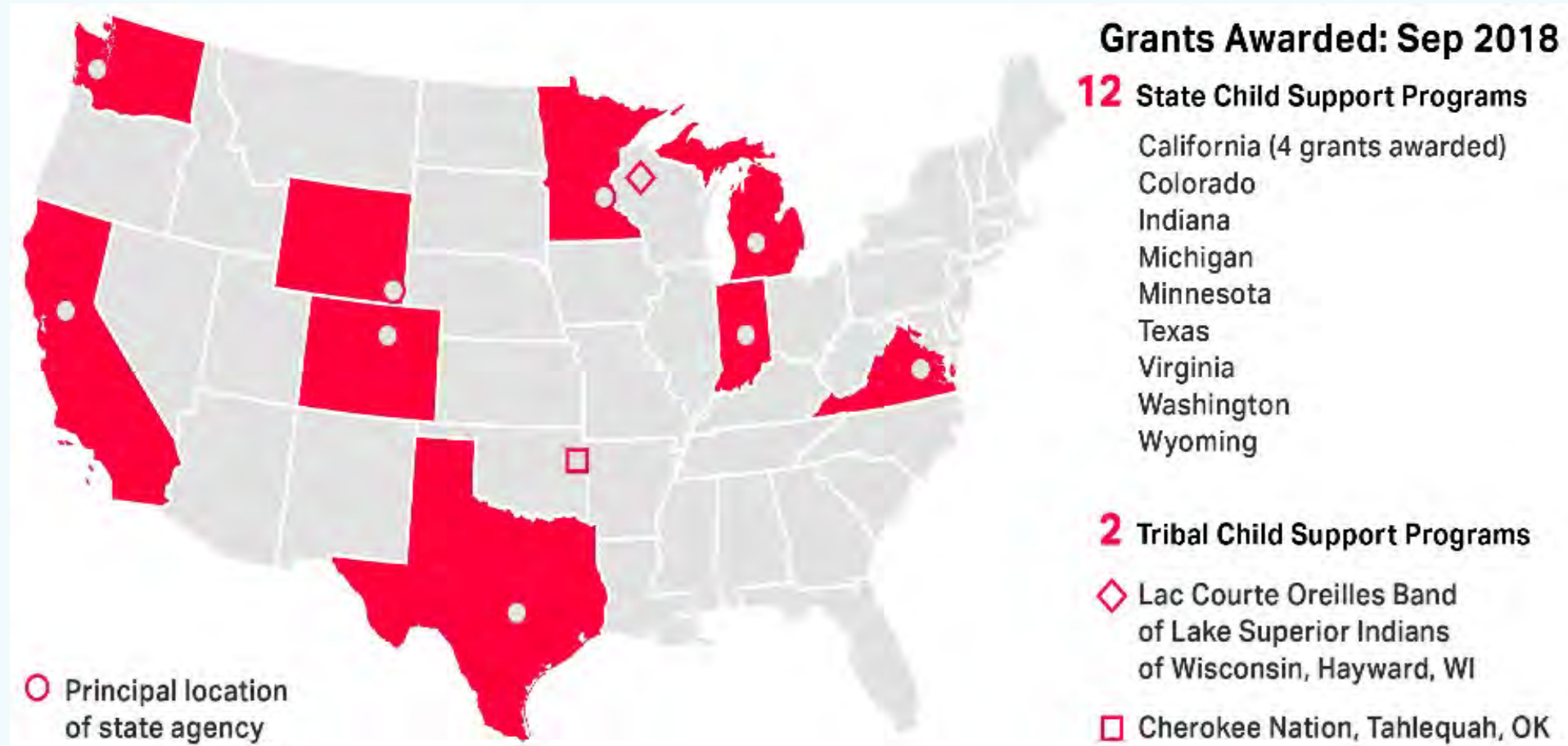
Goal: Develop or improve outreach and two-way digital communication to reach parents who could benefit from child support services

Requirements

- Implement three digital marketing interventions
- Evaluate projects using the *Learn, Innovate, Improve* method
- Share lessons learned with other child support programs



14 Project Sites



Del Norte, Merced, and Imperial Counties, CA

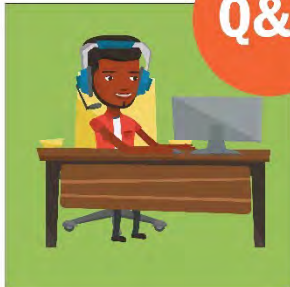


#separatewithsupport

GET THE FACTS

Q&A

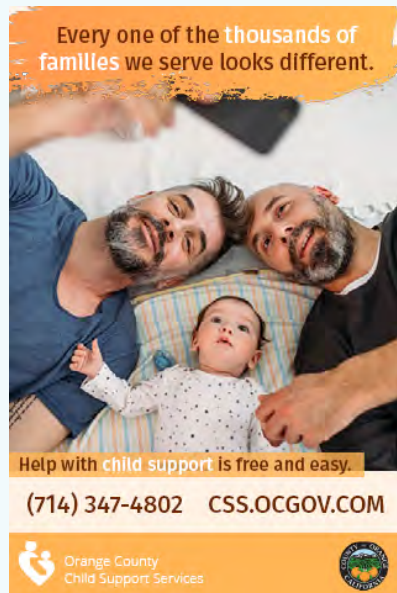
TALK TO EXPERTS



CALIFORNIA
CHILD SUPPORT SERVICES



Orange County, CA



Sacramento County, CA



San Diego County, CA

San Diego Child Support

HOPE for the Holidays



WE HAVE RESOURCES FOR YOU

- BASIC NEEDS
- FINANCIAL ASSISTANCE
- EMPLOYMENT OPPORTUNITIES

TAKE ADVANTAGE TODAY!

We're Here To Help | www.SanDiegoChildSupport.org

San Diego Child Support

Esperanza para los días Festivos



TENEMOS RECURSOS PARA TI

- NECESIDADES BÁSICAS
- ASISTENCIA FINANCIERA
- OPORTUNIDADES DE EMPLEO

¡APROVECHE HOY!

Estamos Aquí Para Ayudar | www.SanDiegoChildSupport.org

 SAN DIEGO CHILD SUPPORT

A Better Way to Communicate

Whether you have questions or simply want to say hello, make your next child support visit safe and secure, with a **virtual meeting via Zoom!**



Get connected with San Diego Child Support

01 Video Chat

Step into our office and meet with a representative from the comfort of your home.

[LEARN MORE](#)

02 Live Chat

A little camera shy? With Live Chat ask quick questions, get quick answers.

[LEARN MORE](#)

03 Phone

Simple and effective, call 858-901-3212

[LEARN MORE](#)



It's that easy!

Need to get started? **Apply today**

Visit SanDiegoChildSupport.org and see how our staff are [here to help](#).

Cherokee Nation, OK

Child Support

📞 918-453-5444 ✉️ childsupport1@cherokee.org 📍 1511 Ketcher Street, Building C Tahlequah, OK 74464

- Child Support
- Downloads
- Frequently Asked Questions
- Payment Information
- Court Information
- Tip Line
- Links
- Why Choose Us
- For Employers
- Contact Us

[Cherokee Nation Home](#) > [All Services](#) > Child Support

The Cherokee Nation Office of Child Support Services (CNOCSS) provides genetic testing for paternity establishment; location services, establishes child support obligations and can offer support in modifying child support orders. In addition, CNOCSS has a payment processing unit that ensures recordkeeping for all payment history and a case management unit that ensures regular child support payments. The Child Support Services office focuses on ensuring that parents are supporting their children and acting in the children's best interest and understands that support can come in a myriad of ways. CNOCSS works with all parties in a neutral environment to establish child support that is beneficial to each particular child and family.

Our Mission

The mission of the Cherokee Nation Office of Child Support Services is to partner with families and other programs to ensure the collaboration of services and resources are in place to build a stable environment for our children that will instill



Cherokee Nation Child Support Services

Valerie King
Case Manager, Child Support Services



<https://www.youtube.com/watch?v=DhBpr24jMnM>



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Colorado

**COLORADO**
Office of Economic Security
Division of Child Support Services

SEARCH | CONTACT US | LANGUAGE

About Services Child Support Orders Family Support Registry Employers Resources

We put children first

by helping parents and caretakers provide for their families



See how we're supporting Colorado families during the COVID-19 pandemic

The Colorado Child Support Services Program works with parents and caretakers to make sure all Colorado kids get the financial support they need to thrive.

We can help you:

 **APPLY**
Apply for Child Support

 **PAY**
Make a Payment

**Colorado Department of Human Services**
7 mins ·

Do you need help getting child support? The Colorado Child Support Services Program can start an order and/or collect child support for a one-time application fee of \$20.



**COLORADO**
Child Support Services
Department of Human Services

childsupport.state.co.us
Find out your options. [Apply Now](#)

7 2 Comments 6 Shares

Like Comment Share

**Colorado Department of Human Services**
7 mins ·

Do you need help getting child support? By opening a case with the Colorado Child Support Services Program, you can access many services to support your family.

Locate a parent

Collect child support

Change an order



childsupport.state.co.us
We can help you. [Learn More](#)

7 2 Comments 6 Shares

Like Comment Share



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18

Indiana

**MONEY CAN'T BUY LOVE.
IT CAN SUPPLY COMFORT.**



Helping you get the support
your kids need.

>>> LEARN MORE <<<



**YOUR
CHILD SUPPORT
RESOURCE**

Your simple connection
to the support you deserve.



>>> ENROLL NOW <<<



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Lac Courte Oreilles, WI

**Lac Courte Oreilles
Child Support Services**

HOME APPLY FOR SERVICES CHILD SUPPORT PORTAL PAYMENTS APPOINTMENT FAQs RESOURCES FORMS BLOG LOG IN



CONNECTING FAMILIES TO RESOURCES
Child Support Services enhance the well-being of children,
promotes positive parental involvement and improves the
self-sufficiency of families

Chat now

Social Media & Advertising

FUEL PUMP ADVERTISING

Circulate 6 video advertisements running at 30 seconds per ad to promote LCO Child Support, Local Programs and Services.

The Pumps at LCO Quick Stop and LCO C-Store will both have video advertising running each time someone fills up.

The Advertisements are purely informational, and encourage viewers to visit our website for services, utilize reminders of benefits of programs, view upcoming family-oriented events, or any other CTA (Call-to-Action) we wish to utilize.

"Out of Sight, Out of Mind..."
Advertising experts say a message needs to be seen



2-Way Communication

SOCIAL MEDIA AUTOMATED CHAT

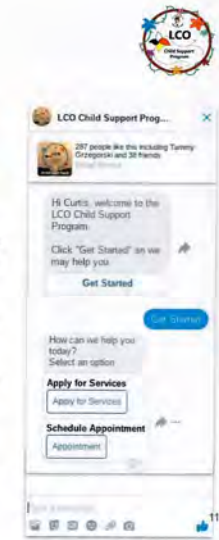
This Messenger Bot can be integrated into the Facebook Page or on the Website itself.

This type of technology automates the sequences of information sharing throughout the entire program. Instead of an office manager taking phone calls all day, program participants can visit the website or Facebook page and be presented with an automated messaging sequence.

You simply click the buttons for the information you're seeking. This can be 100% customized, streamlined, and tweaked as we continue on.

All common questions or Frequently Asked Questions are now presented in the form of a messenger bot, which can direct individuals to the proper pages, or resources they're seeking.

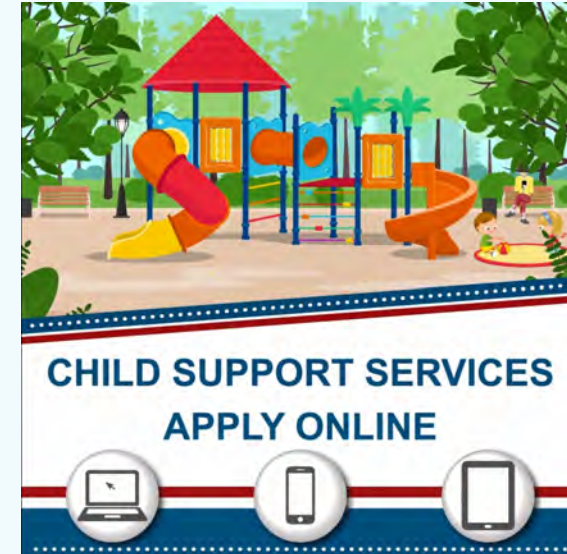
It is 100% user-friendly and available on mobile phone, tablet, laptop or desk top.



Michigan



Texas



MAY 24-26, 2021

Washington

Washington State DSHS
1 yr · 🌐

Need a boost to support your family? Washington Department of Social and Health Services' Division of Child Support can help.



dsahs.wa.gov
Ask us about your options. [Apply Now](#)

7 · 2 Comments · 5 Shares

Like Comment Share

Washington State DSHS
1 yr · 🌐

When you open a child support case, you can access many services to help you support your family.



- ✓ Establish Parentage
- ✓ Create a Child Support Order
- ✓ Collect Child Support
- ✓ Change an Order

dsahs.wa.gov
Washington DSHS can help you. [Learn More](#)

7 · 2 Comments · 5 Shares

Like Comment Share



Need a boost to support your family?

Washington State Department of Social and Health Services' Division of Child Support **can help.**

We work to make sure all kids have regular financial support from both parents.

Take the first step for your family. Contact DCS now.

dsahs.wa.gov/dcs/enroll
1-800-442-KIDS



Life changes. Does your child support need to change too?

- Has your job or income changed?
- Do you have a new baby?
- Have your child care expenses changed?
- Is your child no longer living at home?

If you can answer yes to any of these questions, please contact us to request a review of your order.

DCSMods@dshs.wa.gov 1-800-442-KIDS

Wyoming

The screenshot shows the homepage of the Wyoming Child Support Program. At the top, there is a navigation bar with links: Home, About Us, Parents & Caregivers, Employers, Attorneys, Hospitals, and Tools. The main content area features a large banner with the text "Many time and money-saving services!" and "Click to learn more and hear customer testimonials!" with a "LEARN MORE!" button. Below this, there is a section titled "Stay COVID-19 Aware!" with a red virus icon and text about the latest information and office hours changes. At the bottom, there is a small section with the text "Navigating the many aspects of child support can often be confusing and frustrating - leaving you not knowing where to turn. At the Wyoming Child Support Program, we can help." and "The Wyoming Child Support Program, a program of the Wyoming Department of Family Services".



The advertisement features the text "Looking for child support experts? We can help." followed by a list of services: "Comprehensive online services", "13 locations statewide", "Expert & caring staff", and "Access to high-level state & federal services." Below the list is the Wyoming Child Support Program logo, which includes the text "WYOMING CHILD SUPPORT PROGRAM" and "SERVING FAMILIES THROUGH EXCELLENCE". At the bottom, it says "Program of the Wyoming Department of Family Services". To the right of the text, there are four small photographs of families: a woman and child, a man and child, a family of four, and a woman and child.

OCSE Digital Marketing Resources

- Summary of Digital Marketing Grant Projects and Glossary of Terms <https://www.acf.hhs.gov/css/grants/grant-updates-results/digitalmarketing#grantee-projects>
- Child Support Report Articles <https://www.acf.hhs.gov/css/grant-funding/digital-marketing-articles-featured-child-support-report>
- Child Support Video <https://www.acf.hhs.gov/css/about>
 - For parents and partner agencies, available in English and Spanish
 - Covers top services and provides advice for smooth process



Virginia's Digital Marketing Project

Mariellen Keely

Grants & Initiatives Consultant Senior
Virginia Department of Social Services
mariellen.keely@dss.virginia.gov

Follow/Subscribe



[@ChildSupportVirginia](https://www.facebook.com/ChildSupportVirginia)



[childsupportva](https://www.instagram.com/childsupportva)



[@ChildSupportVA](https://twitter.com/ChildSupportVA)



[Virginia Division of Child Support](https://www.linkedin.com/company/Virginia-Division-of-Child-Support)



[Virginia Division of Child Support](https://www.youtube.com/Virginia-Division-of-Child-Support)



#supportVAkids on [Anchor](#) or [Spotify](#)



VIRGINIA DEPARTMENT OF
SOCIAL SERVICES



Division of Child
Support Enforcement



MAY 24 - 26, 2021

What We're Going to Talk About

- Project Overview
- Strategies and Results
 - Project Targeting
 - Creating Digital End Points
 - Putting Search at the Center
 - Plunging in to Social Media
 - Boosting Videos
- Contact



The Project Team

Project Sponsor and Manager

Virginia Division of Child Support Enforcement (DCSE)

Consultant/Vendor for SEO, Advertising, and Reporting and Evaluation

Grays Peak Strategies

Internal Project Partner

Virginia Department of Social Services (VDSS) Public Affairs



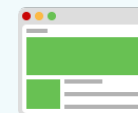
Project Goals

- **Increase applications** from parents who are eligible for child support services but not currently connected to the IV-D program
 - In child support terms, Never Assistance cases
- **Test a wide range** of potential digital engagement methods and platforms
- Build on those tests to **develop a sustainable digital outreach strategy** that can serve multiple purposes



Project Structure: Types of Digital Marketing Interventions We Used

1. Search engine optimization (SEO)
2. Web design
3. Branding (project website name and logo)
4. Target market analysis
5. Paid search advertising (Google Search Ads)
6. Display advertising (Google Responsive Display Ads)
7. Organic social media
 1. Facebook
 2. Instagram
 3. Twitter
 4. LinkedIn
 5. YouTube
8. Paid social media
 1. All of the organic platforms
 2. Snapchat
9. Podcasting
10. Webinars



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Primary Marketing Campaigns by Cycle

Cycle 1 (6/10/19 – 9/9/19)	Cycle 2 (11/1/19 – 1/29/20)	Cycle 3 (5/1/20 – 7/30/20)	
Applications	Applications	Applications	→ Our original focus for Cycle 3
Paternity		Review and Adjustment	} Added in response to COVID-19
Family Engagement (All Services)		Family Engagement (Employment)	
		Debt Compromise	
		Paternity	→ Added after looking at Snapchat swipes



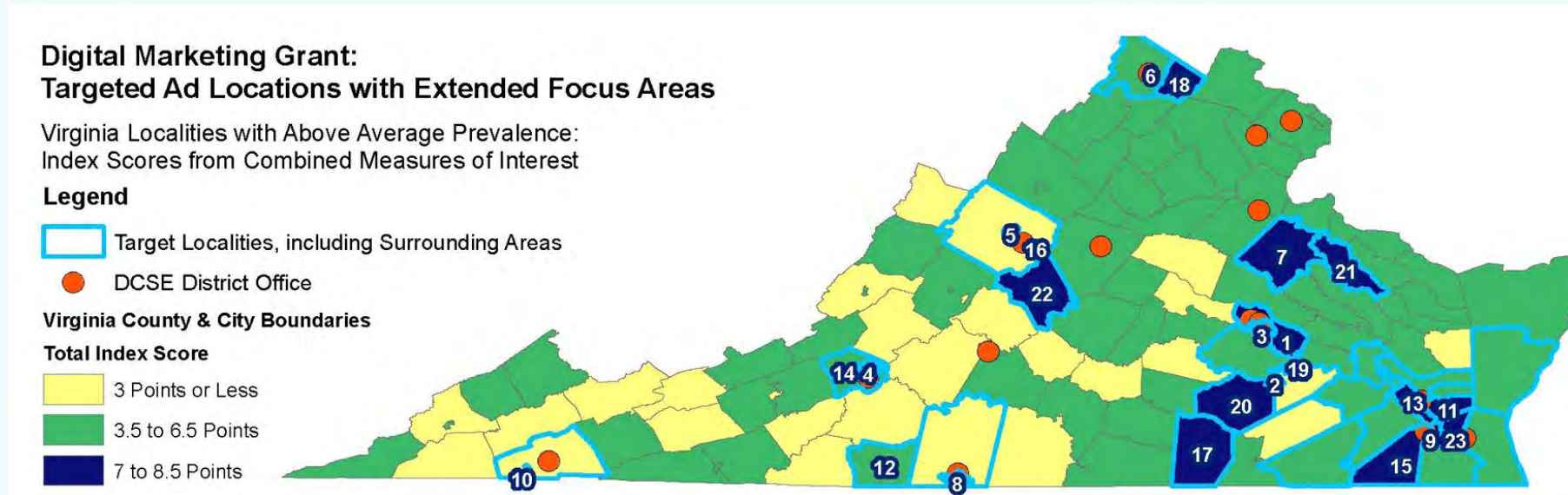
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Project Targeting



- Targeted localities where the IV-D caseload was out of alignment with unmarried births, among other factors
- About 3.5 million people included (41% of Virginia's 8.5 million residents)
 - 21 counties, 19 cities
- No further demographic targeting
 - Virtually all ads delivered to men and women aged 18 years or older

Polling Question #3 – Demographic Targeting

What do you think the results of our ad targeting were?

- We reached only women
- We reached more women
- We reached the same amount of women and men
- We reached more men
- We reached only men



Results of Targeting

Demographic Results for Google Platforms (Search, Display, and YouTube)

	Sum of Impressions	% of All Impressions	Cost per 1,000 Impressions	Conversions	% of All Conversions
Female	4,494,090	37	\$4.44	413	56
Male	3,355,004	29	\$4.20	183	25
Undetermined	4,141,944	35	\$2.44	139	19
Total	11,991,038	100	\$3.68	735	100

Demographic Results for Facebook Platforms (Facebook, Instagram, etc.)

	Sum of Impressions	% of All Impressions	Cost per 1,000 Impressions	People Reached	% of All People Reached
Female	1,357,951	63	\$10.21	330,751	61
Male	775,666	36	\$7.75	207,744	38
Undetermined	8,781	0	\$10.42	2,304	0
Total	2,142,398	100	\$9.32	540,799	100

Google results combine Cycles 1 and 3. Facebook results combine Cycles 2 and 3.



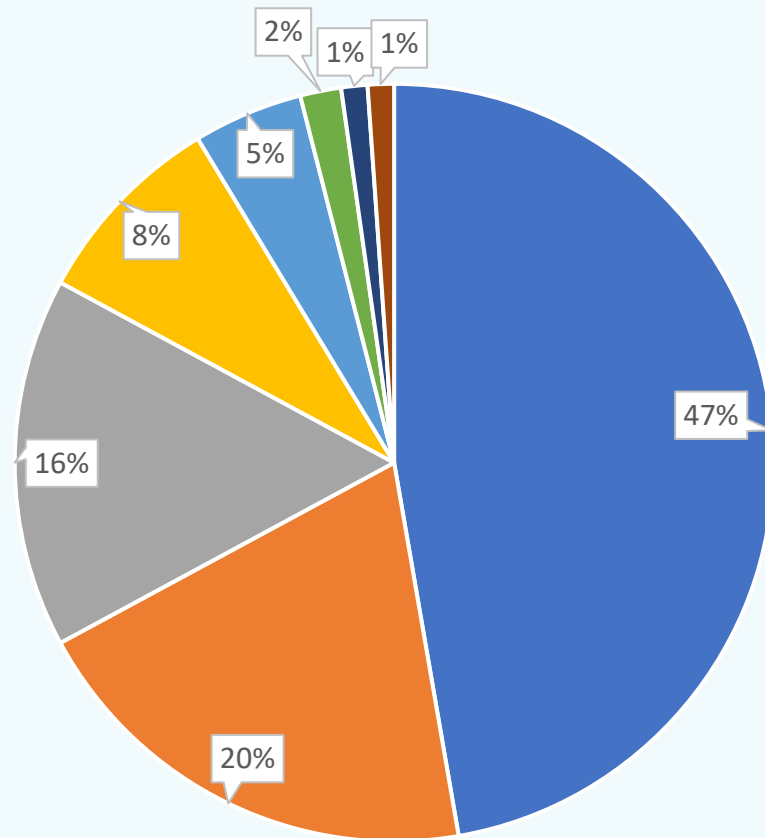
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Strategy: Creating Digital End Points

- We set electronic goals for users
 - Online child application
 - Contact form
 - Webinar sign-up
- Tied goals to calls-to-action
 - Apply Now
 - Reach out to Us Today
 - Register
- Designed for mobile



Results: Contact Form Submissions



- Applications
- Existing Case
- Review and Adjustment
- Paternity
- Debt Compromise
- Family Engagement
- Employment

Area of Interest	Form Submissions
Applications	677
Existing Case	284
Review and Adjustment	226
Paternity	121
Debt Compromise	67
Family Engagement	25
Employment	16
General Information	16
Total	1,432



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Results: New Cases

Percentage Change in New Cases by Case Type for Cycle 2

	Cycle 2 + 1 Month (Nov. 2019–Feb. 2020)	Benchmark (Nov. 2018–Feb. 2019)
All Case Types	+12%	-6%
Never Assistance Only	+22%	-6%
Former Assistance Only	+12%	-7%
Never + Former	+21%	-6%
Public Assistance Only	-4%	-7%

Note: Cycle 2 lasted from Nov. 1, 2019 through January 29, 2020. We have extended the data collection period for an additional month to allow for the lag between end-of-the-cycle contacts and case openings.



Strategy: Putting Search at the Center

Google Search: Our Single Most Valuable Tool

- 1% of our impressions across all 3 cycles
- 71% of our total conversions
- 19% of our budget

Google Search: How It Works

- User searches for something that contains a relevant key phrase
 - Example: “child support advice”
- Ad served based on the budget and the amount of competition
 - Showing the ad = an impression
- You only pay if the user clicks on the ad
 - Amount determined by Google, with your input



Lower TANF Child Support Debt | Now Is the Time

Ad dss.virginia.gov/SupportVaKids

Enroll Now to Get an Extra \$1 in Credit for Every \$1 of Qualifying Payments on TANF Debt. Qualified Participants Get up to 15% of TANF Debt Reduced

Ad	Impressions	Clicks	CTR
Enabled	2,452	241	9.83%

Keywords				+ ADD KEYWORD	
	Cost	Clicks	Conversions		
tanf	\$740.77	476	39.00		
temporary assistance for needy families	\$462.44	266	32.00		
cash assistance	\$225.63	120	15.00		
child support assistance	\$79.25	58	4.00		
child support modification	\$19.24	10	1.00		



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Results: Google Search (Cycles 1 and 3)

Campaign	Impressions	Cost	Clicks	Conversions	Click-through Rate	Cost per Click	Conversion Rate	Cost per Conversion
Applications	30,543	\$4,430.06	4,370	251	14.31%	\$1.01	5.74%	\$17.65
Debt Compromise	12,715	\$1,552.90	948	92	7.46%	\$1.64	9.70%	\$16.88
Family Engagement	34,880	\$1,764.71	1,708	40	4.90%	\$1.03	2.34%	\$44.12
Paternity	17,062	\$972.18	925	46	5.42%	\$1.05	4.97%	\$21.13
Review and Adjustment	55,716	\$4,907.26	3,619	268	6.50%	\$1.36	7.41%	\$18.31
Total	150,916	\$13,627.11	11,570	697	7.67%	\$1.18	6.02%	\$19.55
Industry Benchmark					2.88%	\$1.42	3.75%	\$48.96

Click-through rate and cost-per-click benchmarks are taken from AdStage (2019?). "Paid Media Q2 2019 Benchmark Report":

<https://cdn2.hubspot.net/hubfs/4350015/Benchmark%20Report/Q2%202019%20Paid%20Media%20Benchmark%20Report.pdf>.

We chose second quarter 2019 results as the most clearly analogous for Cycle 3. All AdStage values represent medians, not means.

Conversion rate and cost-per-conversion benchmarks are taken from Mark Irvine (October 2020). "Google Ads Benchmarks for YOUR Industry [Updated!]."

Wordstream. <https://www.wordstream.com/blog/ws/2016/02/29/google-adwords-industry-benchmarks>.



Strategy: Plunging in to Social Media



- Social media can be a heavy lift
- It's where people are—and where they expect you to be
- Comments about child support (and government services generally) are not normally positive
 - A small part of the work
 - Your response to them says something
 - We have a procedure for dealing with comments that we would be happy to share

Polling Question #4 – YouTube

How often do you search YouTube when you want to learn how to do something?

- Always
- Usually
- Sometimes
- Rarely
- Never



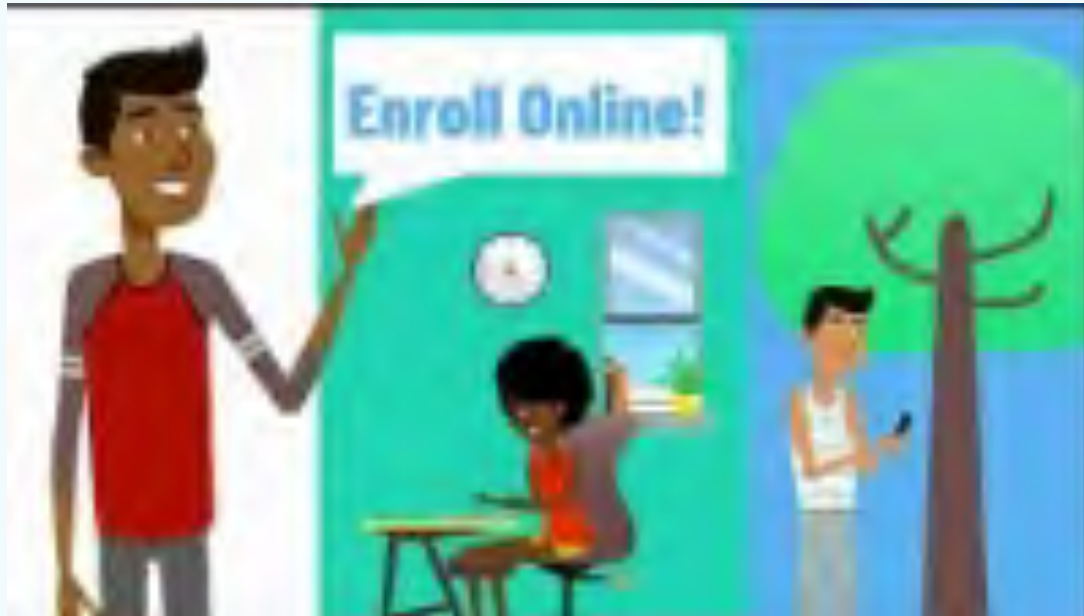
Strategy: Boosting Videos to Inform People and Polish Your Brand (Not for Conversions)

- About half of US adults who use YouTube say the site is very important for learning how to do things they haven't done before, according to [Pew Research Center](#).
- Presumably, this would include applying for child support or responding to a child support order.
- Young people are more likely to rely on recommended videos, according to Pew.



Sample Videos

YouTube and Snapchat: 6-second Non-skippable Ads



<https://youtu.be/jUJCOvXW9AE>

YouTube: 3:30-second Skippable Ad



<https://youtu.be/9lhqkm47f4Y>



Video Results

Cycle 3 Video Views by Platform

Platform	Campaign	Video Views	Cost per 1K Video Views
Snapchat (6-second)	Applications	5,334	\$169.51
	Debt Compromise	1,152	\$196.01
	Family Engagement	1,117	\$202.17
	Paternity	3,742	\$171.62
	Review and Adjustment	2,997	\$166.83
	Snapchat Total	14,342	\$174.17
YouTube	Applications (6-second)	1,835,608	\$4.39
	Debt Compromise (6-second)	101,477	\$4.46
	Family Engagement (6-second)	399,632	\$4.58
	How-to Video (3:30-second)	162,197	\$18.77
	Review and Adjustment (6-second)	224,268	\$3.79
	YouTube Total	2,723,182	\$5.23
	Combined Total	4,558,790	\$3.67



Minnesota's Digital Marketing Project

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651-431-6245



Presentation topics



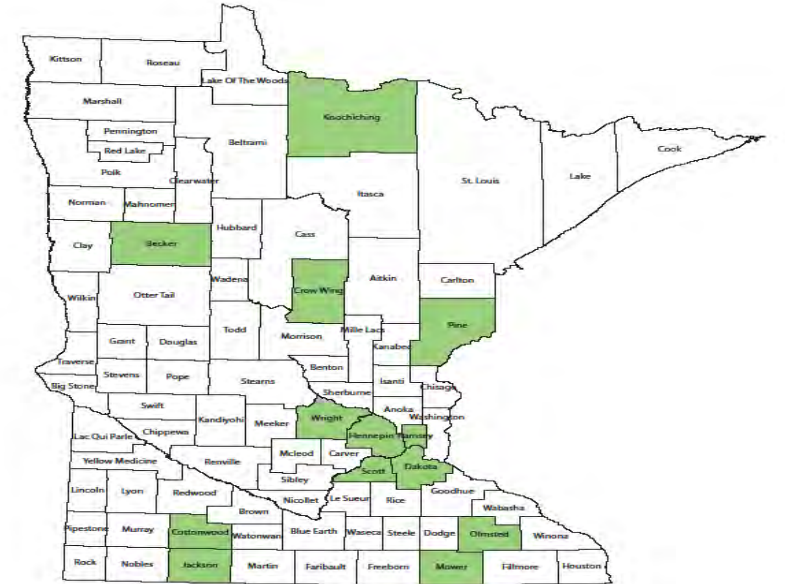
- General Project Information
- Minnesota's Interventions
- Lessons Learned So Far



General Project Information



- Partnering with 12 pilot counties
 - Representative of participants
 - Caseload size
 - Case management styles
- Collaborating with two other state agencies
 - Minnesota IT Services (MNIT)
 - Management Analysis & Development (MAD)
- Contracting with two vendors
 - Contact Wireless and Clarity Coverdale Fury



Information Gathering, Project Management, and Program Evaluation



- Survey with University of Minnesota to gauge awareness and likelihood to apply
- Work with MAD on participant interviews and surveys; project management and evaluation support



Word Cloud – Social Media

Type one word to describe your feelings about social media.



Targeted Digital Marketing and Creating An Electronic Application



- Target audience: Single parents, 18-49 years old, Family Support and Single Parents groups
- First 90-day cycle ads: Facebook and Instagram, display banners, and paid search
- Themes and messages:
 - Stability – Child support is important. Children do better with support from both parents.
 - Helpful/COVID – Did life take an unexpected turn? Maybe child support can help.



Facebook and Instagram Stability/Importance

 **Minnesota Department of Human Services**
Written by CCF [?] · 19h ·

Minnesota's child support program helps parents create a financial partnership to support their child when they do not live together.



Child support is important!
Children do better with support from both parents.

[About this website](#)

MN.GOV
MN Child Support Services
Use our secure, online form.

[Sign Up](#)

 **Minnesota Department of Human**



Child support is important!
Children do better with support from both parents.

[Sign Up](#)

♡ 💬 📍

Minnesota's child support program helps parents create a financial partnership to support their child when they do not live together.

1 day ago

Facebook and Instagram Helpful/Unexpected Turn

 **Minnesota Department of Human Services**
Written by CCF [?] · 21h · 🌐

Minnesota's child support program collects support from one parent and sends it to the other parent when they do not live together.



Did life take an unexpected turn?
Maybe child support can help.

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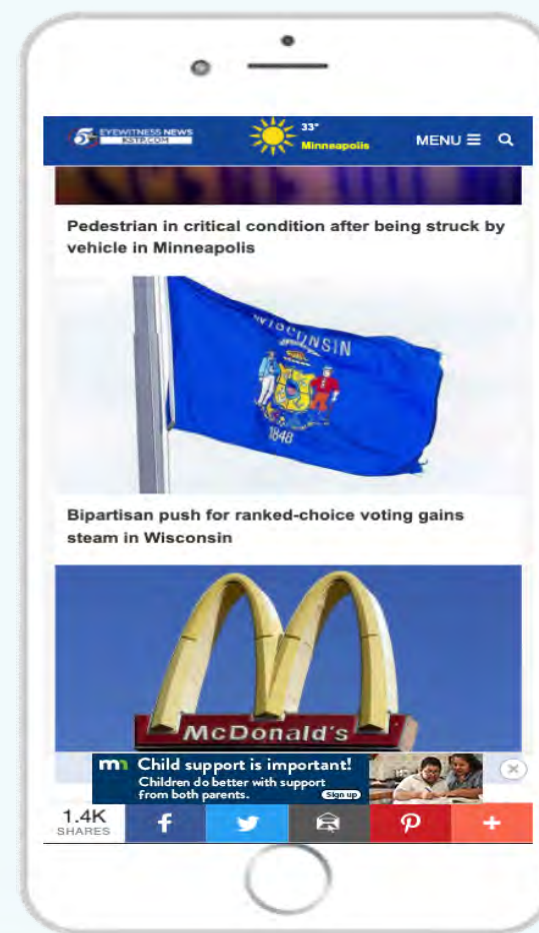
Minnesota's child support program collects support from one parent and sends it to the other parent when they do not live together.

1 day ago

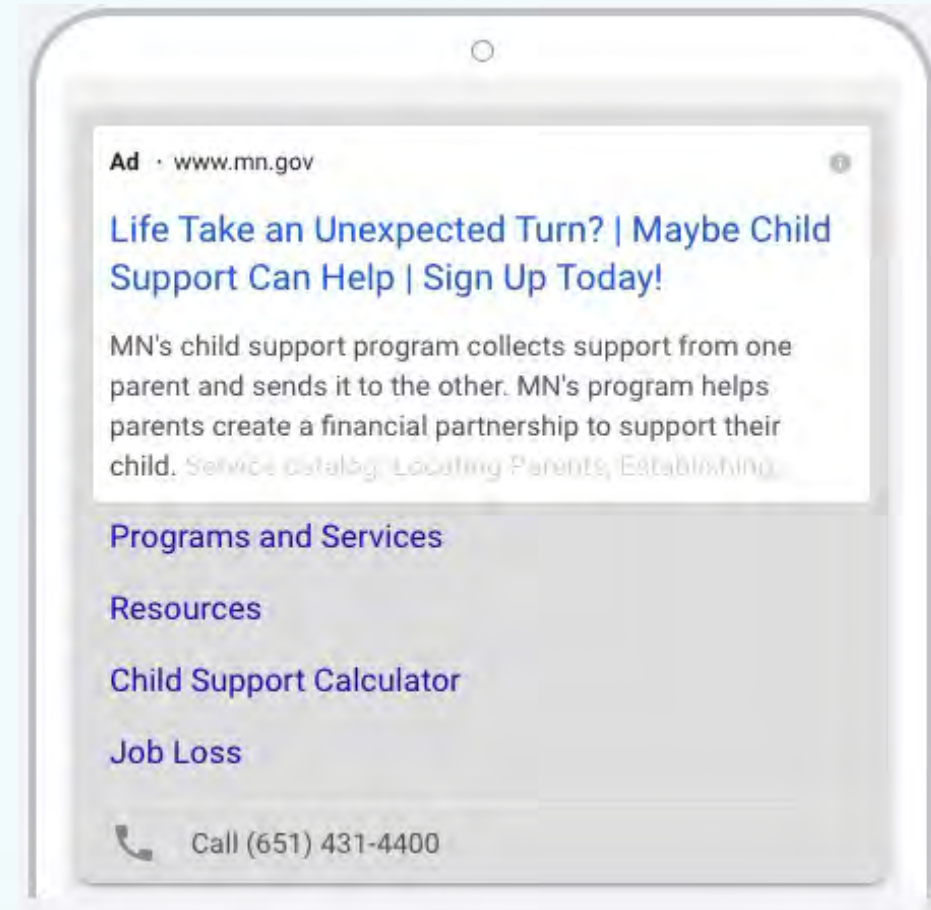
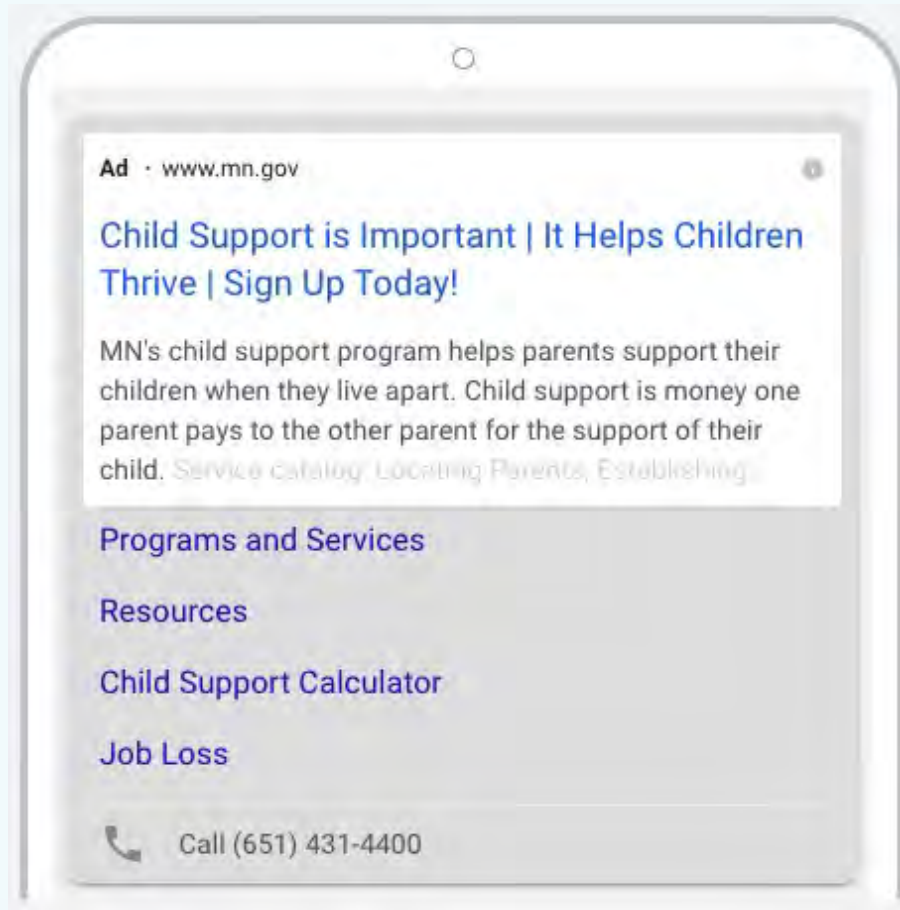
Display Banners



Display Banners



Paid Search



First 90-day Cycle Results from 2/22 - 3/18

- Paid social media is the strongest performing channel: CPC = \$1.03
- Audience searching for child support services is small but engaged: High click through rate = 35%
- Almost 9,000 clicks on the ads



Electronic Application

- Launched 2/1/2021 – statewide – <https://edocs.mn.gov/forms/DHS-1958-ENG>
- 366 applications received through Feb. 28 (“soft launch”)
- Partnered with MNIT
- Key focus areas
 - Shorter(16 pages to 10), easier (fill out online), balance needs of applicants with child support agencies to take next step on the case
 - Improve equity, more inclusive
 - Responsive to safety concerns
 - Ensure the questions we ask both parents are the same when possible



Electronic Application Improve Equity

- The Minnesota child support program asks for demographic information like race, ethnicity, and gender for use in data collection and analysis of differences in program services and outcomes. Collection of this data will aid the program in designing and implementing more effective, inclusive, and equitable practices statewide. In addition, it will help ensure compliance with state and federal civil rights and anti-discrimination laws.



Electronic Application Inclusive Labels & Safety Concerns

Name of other parent's parent one

Address

Name of other parent's parent two

Address

* Required field

*The Minnesota child support program takes the safety of families receiving child support services seriously, and we can modify some of our processes to help with safety concerns. Do you have concerns that seeking to establish, modify or enforce a parentage or child support order will create a risk of harm to you or your child?

☐ Yes ☐ No

If you checked "Yes" above, a county child support worker will contact you to discuss your concerns upon processing this application.



MAY 24 - 26, 2021

Polling Question #5 – Communication Tools

Which tool do you prefer using to communicate for notifications, alerts, or reminders?

- Email
- Phone calls
- Texting
- In-person
- Telepathic messaging (like with my teenage kids)



Texting with Participants

- Started Jan. 2021 after 2,000 participants gave permission
 - Most after two solicitation emails and now about 10-20 per week
 - Nine people have opted out
- Audiences and topics
 - Payment reminders
 - Driver's license suspensions
 - Unused stored value card
 - MCSO (MN child support portal) registrations
 - Targeted educational messages – e.g. COLA
 - Appointment reminders, other business, county specific messages



Lessons Learned So Far

- Legislative approval requirement delayed work nearly a year
- Program awareness and customer perceptions are ongoing challenges
- Texting permission decision is a major hurdle



What's Next for Digital Marketing?

- We need more research into the market for child support services
- In the meantime, you might want to engage in social listening
 - Search Reddit's child support forum for cases related to your state, tribe, or local program: <https://www.reddit.com/r/ChildSupport/> to get a sense of how people are talking about their experiences
 - Search YouTube for videos and compare views for videos with misleading or false information and ones with good information: https://www.youtube.com/results?search_query=child+support
 - TikTok is a more mixed bag but also interesting: https://www.tiktok.com/tag/childsupport?is_copy_url=1&is_from_webapp=v1

