



CareOregon Community Partner Kit

A guide to interacting online with CareOregon

Your organization is making the world a better place, and CareOregon is proud to be your partner. This document offers background on CareOregon, along with information and social media ideas for amplifying your message to those you serve and the community at large. **We look forward to working together to make Oregon communities stronger and healthier.**

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A little bit about us

For over 30 years, nonprofit CareOregon has offered health services and community benefit programs to low-income Oregonians on the Oregon Health Plan (OHP). We help OHP members access physical, dental and mental health care and substance use treatment.

We support the needs of more than 500,000 Oregonians through three coordinated care organizations, a Medicare Advantage plan, a Tribal care coordination program, a dental care organization, non-emergent medical transportation services, and in-home medical care with Housecall Providers.



We know that good health goes beyond clinics and hospitals. We work to connect members to housing, fresh food, culturally appropriate supports and more. That's why we're so happy to support community-based organizations (CBOs) like yours.



Community impact

Community Impact epitomizes everything CareOregon stands for. Our mission is to build healthier communities. And since 2020, we've invested more than \$85 million into Oregon community-based organizations through grants, sponsorships and other giving.

As grantors, our role is to be a behind-the-scenes engine, helping power the work of organizations like yours to make change in people's lives. For us, it's not just about writing a check. It's about making a true impact.

That impact can take so many forms: safe housing, fewer Oregonians going to bed hungry, kids arriving at class with the school supplies they need, LGBTQ+ rights, expanded opportunities for diverse leaders and much more. In recent years, CareOregon Community Impact has prioritized reducing health disparities and supporting programs that meet critical social needs, such as housing, food and other social determinants of health.

You can see more about this in our latest annual report: careoregon.org/about-us/annual-reports





Putting social media to work for you

CareOregon encourages our partners to use social media to talk about how they're investing our grants and sponsorship monies in the community. **Here are some of the reasons we'd like you to post about CareOregon funding your program.**



As stewards of public dollars, we value transparency. Your public-facing posts greatly help us share the word about the grants we've made.



Social media is a powerful tool for telling your organization's story in your own words.



Facebook, Instagram, Twitter, LinkedIn and YouTube offer terrific opportunities to build awareness of your organization and its mission.

Social media best practices

It's exciting when people like, share, mention or comment on your posts.

This interaction, also known as engagement, helps build your social media audience. Social media algorithms reward posts that draw interaction. Here are some reliable approaches.



- ▶ **Tag CareOregon (@CareOregon) in your posts.** We want to promote the good you're doing! When you tag us, we can spread your story's reach by liking, commenting and sharing.
- ▶ **Use a photo, short video, live feed or a graphic whenever you can.** Images and videos attract attention, evoke emotion and bring your story to life.
- ▶ **Talk about impact.** What you're doing is important. So share details, such as what you did, where it happened and who you touched. Numbers speak loudly; try to quantify your work. Check our sample Facebook post as an example.
- ▶ **Generally, be brief.** Short posts are a good match to today's short online attention spans. But longer posts, with storytelling, have a place, too. Short or long, remember to proofread.
- ▶ **Reply to comments.** Replies are another form of engagement. Reply promptly and sincerely. Even a simple "Thank you for those kind words" brings humanity to your online presence – and may drive the algorithm to deliver additional views of that post.
- ▶ **Reply to negative comments, too.** Sometimes people use social media to criticize. Avoid getting pulled into a back-and-forth. Instead, respond calmly and invite them to contact you with a direct message (DM). As an alternative, invite them to a different channel. That could be an email address that doesn't include any employee's name, such as *Feedback@healthyteens.org*. You'll want to check that inbox every day.



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Posting on Facebook

We suggest that your posts talk about the communities you serve and describe the impact you're making. Remember to tag CareOregon (see sidebar). And please add this hashtag: *#CareOregonGrantee*

Choose images that capture the energy and emotion of what you're achieving. Images showing beneficial effects are better than, say, boardroom luncheons.

Using CareOregon's logo

Thank you for including CareOregon on your event materials. Here are best practices for using our logo:

- ▶ Use the vertical version whenever possible. Exceptions are:
 - When the vertical space is constrained
 - When a horizontal logo balances better in design
- ▶ Maintain the logo's proportions. Don't squish, stretch, rotate or split it into pieces.
- ▶ Make sure the logo is big enough
 - Vertical version: At least 1" wide on print materials or 100 pixels wide for digital
 - Horizontal version: At least 1.25" wide on print materials or 200 pixels wide for digital
- ▶ Use the all-white version of our logo only if it will be reversed out on a dark background.
- ▶ Please avoid using our logo against a patterned background.

Sample Facebook post



CareOregon's social media addresses and handles for tagging purposes

@CareOregon

Facebook, Instagram, X (formerly Twitter)

facebook.com/CareOregon

linkedin.com/company/careoregon

youtube.com/user/CareOregon

Vertical logo (preferred)



Horizontal logo



White (reversed) logo



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We're happy to give your organization a hand in these additional ways

- ▶ **Access to the CareOregon volunteer program.** Email us about your organization's volunteer opportunities: CareOregonVolunteers@careoregon.org
- ▶ **Sponsorship and grant information.** Visit our Community Giving page to learn more: careoregon.org/community/community-giving-grants-for-nonprofit-organizations
- ▶ **Community partner resources.** Find additional supports on our community partner resources page: careoregon.org/community/community-partner-resources
- ▶ **Find out if you may be eligible for the Oregon Health Plan (OHP).** Visit: benefits.gov/benefit/1334
- ▶ **Learn more about CareOregon's community advisory board and how to join.** careoregon.org/members/get-involved-with-careoregon/community-advisory-board
- ▶ **Connect to Care.** Have our team come out to give OHP training or help members navigate their benefits. careoregon.org/members/connect-to-care-events
- ▶ **Sign up for our quarterly community partner newsletter.** careoregon.org/community/community-engagement
- ▶ **Board placement.** Fill out your organizational profile to be matched with a prospective board member. link.careoregon.org/board-placement



-  facebook.com/careoregon
-  linkedin.com/company/careoregon
-  youtube.com/user/careoregon

careoregon.org

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