



# **COMMUNITY NEEDS ASSESSMENT** **MARKETING TOOLKIT**

# Community Needs Assessment Toolkit

<https://www.surveymonkey.com/r/2022CNANYC>

## In this toolkit

The New York City Department of Youth and Community Development (DYCD) created this digital toolkit to support and promote the use of social media as a tool to engage employers, young people, and community partners. This document outlines strategies to connect with others on social media successfully.

Official Social Media Handles:	Campaign Social Media Hashtags
Twitter: <a href="#">@NYCYouth</a>	#DYCD
Instagram: <a href="#">@NYCYouth</a>	#WeAreNYC
Facebook: <a href="#">@NYCYouth</a>	#CommunityNeedsAssessment
LinkedIn: <a href="https://www.linkedin.com/company/406198/">https://www.linkedin.com/company/406198/</a>	#CNA

*\*Remember to tag **@NYCYouth** so we can share/like your posts.*

## About Community Needs Assessment (CNA)

The Community Needs Assessment (CNA) is a stakeholder engagement process through which the Department of Youth and Community Development (DYCD) collects feedback from community members in Neighborhood Development Areas (NDA) about the programs and services needed in their community. DYCD and Neighborhood Advisory Boards (NAB) use the feedback to develop program priorities and allocate federal Community Services Block Grant (CSBG) funds.

DYCD collects and uses data to inform program design and assess program success after CSBG funds are allocated as part of a continuous quality improvement process.

NAB members, DYCD staff, and volunteers solicit feedback from community members through surveys, interviews, hearings, and other feedback collection methods.

## Social Media Support

If you have any questions regarding this toolkit or would like information, additional strategies, and resources, please contact:

**DYCD Strategic Communications Team**  
NYC Department of Youth & Community Development  
[DYCDCommunications@dycd.nyc.gov](mailto:DYCDCommunications@dycd.nyc.gov)

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## Tips & Tricks

- **Be Informed** – Whatever your cause or activation, research what others are saying online. Are there any social media influencers that support or promote your cause? Be sure to tag them when you're posting. What hashtags are being used that support your cause? Include them in your posts. How is your cause impacting your community? Share what you want community members to do to support your cause? (Share content, attend a rally, etc.)
- **Be Engaged** – when posting content on your social media accounts, be sure to engage with followers whenever appropriate. If someone posts a comment that is relevant respond in kind. Thank them for commenting and encourage them to share the message. You may also reach out to commenters and ask them to attend your rally and help spread the word to their friends. Do you have friends with many followers? Think of ways to directly or indirectly involve them. How to engage them? Tag friends, influencers, and local organizations that are in support of your cause and can help to amplify your message
- **Be Creative** – Use tools like live polling on IG live to draw people to your page as well as ask questions and gather input from followers. Videos are also a great way to create content that invites followers to learn about your cause in an interesting way. Photos and memes with relevant or inspiring captions can also help draw attention to your posts.
- **Be Positive** – Positive messages will gain support easier because it is attractive. When promoting your cause try to avoid stating only the negative traits. Think of ways to highlight the benefits of your cause and what the community can gain by participating.
- **Be Cautious** – Although social media is a great way to spread your message it is also a place that cyberbullies, and trolls like to lurk. Do not engage them whenever possible. Delete their comments and in some instances, you may have to block or report them.

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## Sample Social Media Copy

### *Twitter*

- Do you live, work or spend time in #NYC? Do you have ideas about what your local community needs? Take a few minutes and fill out of survey to help inform how future funding is spent across the city. Visit <https://www.surveymonkey.com/r/2022CNANYC> today.
- Your input matters! The 2022 Community Needs Assessment is now available; this is the time to let your voice be heard. By filling out this short survey, you tell us what services you need in your local community. Visit <https://www.surveymonkey.com/r/2022CNANYC> today.
- We want to hear from you during this time! We are conducting a Community Needs Assessment to understand the needs of your community. Please fill out this survey to let us know the support your community needs. Visit <https://www.surveymonkey.com/r/2022CNANYC> today.
- The 2022 Community Needs Assessment survey is now available in multiple languages. This is your opportunity to tell us what additional services you need in your local community. Visit <https://www.surveymonkey.com/r/2022CNANYC> today.
- We want your community to be healthy and strong. We are asking for your help by participating in the Community Needs Assessment (CNA). Your feedback will help us create programs that meet the needs of all residents in your neighborhood. Fill out your survey today <https://www.surveymonkey.com/r/2022CNANYC>.
- Community members are the experts on community issues and can provide insight into what's needed to address community needs effectively. Please fill out this year's Community Needs Assessment (CNA) and tell us what services you need. <https://www.surveymonkey.com/r/2022CNANYC>

### *Facebook/LinkedIn*

- The NYC Department of Youth and Community Development's (DYCD) Community Needs Assessment (CNA) process is a stakeholder engagement process through which DYCD collects feedback from community members in Neighborhood Development Areas (NDA) about the programs and services needed in their community. DYCD and Neighborhood Advisory Boards (NAB) use this feedback to develop program priorities and allocate federal Community Services Block Grant (CSBG) funds. DYCD continues collecting and using data to inform program design and assess program success after CSBG funds are allocated as part of a continuous quality improvement process. Help spread the word and fill out your survey today <https://www.surveymonkey.com/r/2022CNANYC>!
- The Community Needs Assessment (CNA) is a process that enables The Department of Youth and Community Development (DYCD) to receive feedback from community members in Neighborhood Development Areas (NDA). This process helps establish priorities for programs and the allocation of federal funds within NYC. Let your voice be heard and fill out your survey today <https://www.surveymonkey.com/r/2022CNANYC>.
- Community members are the experts on the issues communities face. We want to hear from you! Fill out the 2022 Community Needs Assessment (CNA) survey to tell us what services you want to see in your community. The survey only takes a few minutes, but the impact will last for years. Fill out your survey today <https://www.surveymonkey.com/r/2022CNANYC>

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## Instagram

- Does your community have the services they need? The Community Needs Assessment (CNA) survey is your opportunity to tell us how you want to see funding spent and what services you need to see in your community. Fill out your survey today <https://www.surveymonkey.com/r/2022CNANYC>.
- Through the Community Needs Assessment (CNA) we ask neighbors what they want and need from their government to support them as they build strong communities. This feedback helps us create a more effective and efficient federal program that responds more directly to local priorities and builds everyone's strengths so that the neighborhoods thrive together. Fill out your survey today <https://www.surveymonkey.com/r/2022CNANYC>.
- Do you need more summer camps, food banks, or tutoring services? Complete the Community Needs Assessment survey to help plan and prioritize future spending for your neighborhood. Fill out your survey today <https://www.surveymonkey.com/r/2022CNANYC>.

## Email Copy

**Subject:** What Does Your Community Need?

**Body:**

Dear \_\_\_\_\_

The NYC Department of Youth and Community Development's (DYCD) Community Needs Assessment (CNA) is a stakeholder engagement process through which DYCD collects feedback from community members in Neighborhood Development Areas (NDA) about the programs and services needed in their community. DYCD and Neighborhood Advisory Boards (NAB) use this feedback to develop program priorities and allocate funds for the federal Community Services Block Grant (CSBG).

Speak up and let your voice be heard. Don't let someone else determine what services and programs get funded in your neighborhood. Help spread the word and fill out your survey today <https://www.surveymonkey.com/r/2022CNANYC>!

## Digital Assets

[Click Here](#) to access the Community Needs Assessment graphic files. To download double click on any image and select the download icon in the upper right hand corner.