

BFZ SM Coalition Monthly Meeting: February Notes

February 26, 2PM ET

[ATTENDEES](#)

[AGENDA](#)

[NOTES](#)

[NEXT STEPS](#)

ATTENDEES

- Berta Maldonado- Partners In Care, Honolulu, HI
- Shay Berry - Heading Home of South Central Indiana
- Maura Thurman, Marin County

AGENDA

- Icebreaker/Check-in
 - Have you or your organization ever gone live on social media? If yes, how did it go? If not, do you plan to?
- CS/BFZ Updates
 - Monthly digital training
 - February: Digital accessibility
 - Thursday, February 29 at 1PM ET / 10AM PT
 - March: Short form video editing
 - Reminder: [February social media toolkit](#)
- Partners
 - CTAs/ideas/anything to uplift?
- Content
 - What's to come – heritage months to keep in mind, etc.

- February: Black History Month
- March: Women's History Month ([#WomensHistoryMonth](#), [#WomensHistoryMonth2024](#)) & National Social Workers Month ([#SWMonth2024](#) [#EmpoweringSocialWorkers](#) [#SocialWorkMonth](#) [#NASW](#))
- March 1: National Employee Appreciation Day
- March 31: Trans Day of Visibility
- Social media news
 - **TikTok Tips:** TikTok released a [34-page guide](#) to enhance digital marketing strategies on its platform. Highlights include strategies to captivate viewers in the crucial first 3-6 seconds, guidance on leveraging TikTok's tools, and insights into the platform's latest automation and AI-powered creation tools.
 - **Tips to maximize LinkedIn performance in 2024:** Discover insights from an analysis of 1.5 million posts from more than 34,000 individual profiles and 26,000 company pages.

Next steps

Fill out [this form](#) to indicate which topics you'd like a deep dive presentation on!