

BFZ SM Coalition Monthly Meeting: January Notes

Wednesday, January 17, 2024 | 3:00 PM ET

[ATTENDEES](#)

[AGENDA](#)

[NOTES](#)

[NEXT STEPS](#)

ATTENDEES

- Kim North - MACV
- Jenka Soderberg - Multnomah County
- Lisa Tran
- Katie Stasa

AGENDA

- Icebreaker
 - What social media trend do you think we will see in 2024?
- CS/BFZ Updates
 - Monthly digital training from Clavis
 - January: Canva best practices
 - Week of Jan. 29. Date and time TBD
 - February: Digital accessibility
 - PIT Count
 - [Media toolkit](#)
 - TikTok Volg opportunity!
 - **What We're Doing:** Creating a social-media-friendly video to highlight the importance of data when it comes to solving homelessness and how the PIT count plays a role in that.

[\(Example\)](#) We want to showcase a variety of communities across the country!

- Your Contribution:
 - Capture behind-the-scenes video footage during the count
 - We'll handle the editing, adding voiceovers and captions to bring our story to life.
 - Participating communities get to review and approve the final cut!
 - Please avoid filming individuals experiencing homelessness.
- Partners
 - CTAs/ideas/anything to uplift?
 - Content
 - What's to come – heritage months to keep in mind, etc.
 - Black History Month
 - 2/14 Valentine's Day
 - 2/17 National Random Acts of Kindness Day
 - 2/20 World Day for Social Justice

Social media news

Hooks to stop the scroll

Use some of [these catchy social media hooks](#) in your content to see if they increase your engagement!

Snip snip!

If you're looking for a solid video editing tool with a focus on creating short clips, then [CapCut](#) may well be a good option, and it continues to add new features to enhance its offering. This week, CapCut updated its [Long Video to Shorts editing functionality](#), which makes it easy to create short clips from your longer uploads.

[YouTube has also rolled out a new option](#) to help you reformat your long-form content into Shorts.

A guide to AI tools

Use [this handy guide](#) to understand which generative AI tools exist and how you might use them in your work.

NEXT STEPS

- Complete [this Google Form](#) to help us determine a new meeting day and time
 - Seven responses so far!
 - **Third Monday of the month at 1PM ET | 10AM PT**

- Third Monday of the month at 2PM ET | 11AM PT