NCNW 59th National Convention
September 24-27, 2020
NCNW uses for Communication & Technology

Arion Jamerson & Tkeban X.T. Jahannes
[She/her] [He/him]
In these times...

Communication & Technology go hand in hand, but one is distinctly right and the other is left.

As we work, educate our children and seek information from one place, home, we have come to use technology more often. That doesn’t mean we use it better; it just means we have more of it. No matter how many devices or streams the communication is still person to person or person to persons. Technology is the device and communication is the method if understanding is the end goal.

*Please turn your cameras on.*
“Communication is a skill that you can learn. It’s like riding a bicycle or typing. If you’re willing to work at it, you can rapidly improve the quality of every part of your life.”

Brian Tracy
Author & Motivational Speaker

“When it comes to technology, not woke.”

Johnnetta Betsch Cole, Ph.D.
Author & National President NCNW
Workshop Agenda

■ Technology: How to Be Digital
■ How to Promote the NCNW Brand & Guidelines
■ Just Do It: How to Apply it All to Your Section
■ Last Words
VIRTUAL MEETINGS

Apps, software, and webpages all serve to do one thing and that is let the person on the other end hear and see you so they can understand the information you are attempting to share and the knowledge you are trying to pass on. In exchange you receive that same good fortune from their wisdom and experiences.

Finding the right tool for any job requires some forethought as to use of the information.
When creating any flyer for any event or program be sure to follow these steps:

1. 5Ws (Who, What, When, Where, Why) & How
2. Text (Wording, Contact, Call for Action)
3. Visuals (Event Photos, Headshots, Logos)
4. Target Audience
5. Color Palette
6. Develop Theme

Design Tip: Many apps have templates that you can plug in your information.
Social Media & Planning are essentially united in their mission. If you fail to plan, then you plan to fail.

Plan to schedule your posting and uploading as far in advance as possible. This allows for spreading out of information and you don’t inundate the receiver.

The second part to this pay attention to your analytics and you can plan better for the different types of information.
All have positives and negatives:

- **CashApp**: No fees for standard transfer, instant $0.25 fee.
- **PayPal**: 2.9% + $0.30 transaction fee; non-profit rate: 2.2% + $0.30 transaction fee
- **Zelle**: No fees, but limited to certain banks
- **Venmo**: ATM withdrawal fee for out-of network $0.25, electronic withdrawal 1%* (min. $0.25), sending money using your credit card 3%
- **Apple Pay**: Instant transfer fee of $0.25 to max $10
- **Google Pay**: 2.9% credit card fee
GROUP CHAT & TEXT MESSAGES

Benefits of these platforms:
- Add and remove people
- Control settings for who has access
- Quick responses
- Control alerts received
- Not dependant on certain type of device or carrier
- Add calendar events
- Share photos and documents
- No costs for platforms
Video & Content

Video Highlights:
- 75 Million people in the U.S. watch online videos everyday.
- Merely mentioning the word 'video' in an email subject line, the click-through rate increased by 13%.
- Nearly 50% of all video is watched on a mobile device.
- In 2019, internet video traffic will accounted for 80% of all consumer Internet traffic.
- Videos up to 2 minutes long get the most engagement.
Branding Guidelines: How to Promote Our Brand!
The vertical identity, as shown, is the primary visual element for NCNW brand identity and must appear on all official communications. The tagline “commitment | unity | self reliance” may be modified only (i.e. the color and font remain the same and words may be replaced with the section name. However, the oval building may be used as a stand-alone element.
TYPOGRAPHY

Wolf Sans Regular
Wolf Sans Regular is our primary typeface. It has a specific weight and style and can only be used in CAPS and lowercase.

Century Gothic
Century Gothic is used as the complimentary typeface because its ability to connect with most programs including Microsoft Word and Adobe products.

USES:
Headlines, subheads, sidebar body copy and infographics

USES:
Headlines, subheads

Century Gothic Bold

ABC abcd 123
IDENTITY & LOGO USAGE

The brand should be produced in color whenever possible, using the following color:
NCNW Purple (PANTONE 520 C)

Select backgrounds that will maximize contrast and allow the brandmark to stand out. The graphic is always NCNW Purple (PMS 520C)

Naming Variations

Primary colors
- NCNW Purple (PANTONE 520 C)
- NCNW Gold (PANTONE 874 C)
- NCNW Black (PANTONE 6 C)

Secondary colors
- NCNW Orange (PANTONE 021 C)
- NCNW Peach (PANTONE 162 C)
THE DON’TS

Change the shape

Create your own

Reverse Order
Just Do It:
How to Apply It All to Your Section
Branding Your Section

Utilize these tips:

- Know your Brand Identity:
  - Brand Message, Brand Colors, Logo Design, Secondary Elements: Graphics & Patterns

- Implement your Brand Identity:
  - Stationary Set (Business Card, Letterhead, Email Signature), Website & Social Media, Marketing Materials

- Marketing to your Identified Target Audience:
  - Create Useful & Relevant Content, Targeted Advertising, Referral & Incentive Marketing
Stationary Set

Section President: Arion Jamerson
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info@ncnwmanhattan.org • www.ncnwmanhattan.org
FIND US ON SOCIAL MEDIA:  📱 @ncnwmanhattan

NAME: __________________________________________
TITLE: _________________________________________

Foundation: Mary McLeod Bethune • President Emerita: Dr. Dorothy I. Height
National Chair & President: Dr. Jehelletta Birch-Cole • Executive Director: Jennifer L. Matthews, Esq.
Flyers: Events & Programs

HARAMBEE CELEBRATION

A day of unity and coming together as a community. The celebration will include:
- HONORED GUESTS
- AFRICAN DRUMMERS
- FOOD & BEVERAGES

SATURDAY, NOVEMBER 9, 2019
12:30 - 3:30 PM
WILLIAMS INSTITUTIONAL CME CHURCH
FELLOWSHIP HALL • ENTRANCE ON
139 W. 131ST ST • NEW YORK, NY 10027
ORDER TICKETS ONLINE:
NCNWMANHATTAN.EVENTBRITE.COM

NATIONAL COUNCIL OF NEGRO WOMEN, INC.
MANHATTAN SECTION IN PARTNERSHIP WITH
U.S. CENSUS BUREAU
HARLEM EMPLOYEES CENSUS COMMITTEE

COOKIES & CENSUS

Make Harlem Count!

FREE INSOMNIA COOKIES for
women that completes their Census
with assistance from the U.S. Census
Bureau staff in this initiative.

FRIDAY, SEPTEMBER 4, 2020
4:00 - 6:00 PM
N.Y.U. SCHOMBURG CENTER 1ST FLOOR
2015 SLOW CLAYTON PARK" W., NEW
215 E. 115TH STREET • NEW YORK, NY 10029

NATIONAL COUNCIL OF NEGRO WOMEN, INC.
MANHATTAN SECTION

COMMUNITY ENGAGEMENT OFFICER
F. E. MILLION/ MILARGER PROGRAMS
NJ OFFICE: 340-391-5200
COMMUNITY ENGAGEMENT OFFICER
NATIONAL COUNCIL OF NEGRO WOMEN, INC.
MANHATTAN SECTION

PRESIDENT
F. E. MILLION/ MILARGER PROGRAMS
NJ OFFICE: 340-391-5200
COMMUNITY ENGAGEMENT OFFICER
NATIONAL COUNCIL OF NEGRO WOMEN, INC.
MANHATTAN SECTION

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COMMUNITY ENGAGEMENT OFFICER
NATIONAL COUNCIL OF NEGRO WOMEN, INC.
MANHATTAN SECTION

TUESDAY, SEPTEMBER 8, 2020 @7:30 PM EST

2020-2022 OFFICERS INSTALLATION CEREMONY

NCNW MANHATTAN • NCMANHATTAN.ORG

MEMBER AT LARGE
MILLION/ MILARGER PROGRAMS
NJ OFFICE: 340-391-5200
COMMUNITY ENGAGEMENT OFFICER
NATIONAL COUNCIL OF NEGRO WOMEN, INC.
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MANHATTAN SECTION
Website

**Importance of a Website:**

- Building credibility with a website
- Providing accessibility around the clock
- Make the right first impression with professional web design
  - Simple Navigation
  - Attractive Design
  - Helpful Content
  - Search Engine Optimization (SEO)
## Social Media

<table>
<thead>
<tr>
<th>Network</th>
<th>Feature</th>
<th>Recommended</th>
<th>Minimum</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Business Page Profile Photo</td>
<td>180 x 180</td>
<td>180 x 180</td>
</tr>
<tr>
<td></td>
<td>Cover Photo</td>
<td>820 x 312</td>
<td>400 x 150</td>
</tr>
<tr>
<td></td>
<td>Shared Image</td>
<td>1,200 x 630</td>
<td>--</td>
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<tr>
<td></td>
<td>Shared Link</td>
<td>1,200 x 628</td>
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<td></td>
<td>Highlighted Image</td>
<td>1,200 x 717</td>
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<tr>
<td></td>
<td>Event Image</td>
<td>1,920 x 1080</td>
<td>470 x 174</td>
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<tr>
<td></td>
<td>Personal Profile Image</td>
<td>400 x 400</td>
<td>200 x 200</td>
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<tr>
<td></td>
<td>Company Logo Image</td>
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<td>300 x 300</td>
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<tr>
<td></td>
<td>Square Logo</td>
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<td>60 x 60</td>
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<tr>
<td></td>
<td>Company Cover Image</td>
<td>1,536 x 768</td>
<td>1,192 x 220</td>
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<tr>
<td></td>
<td>Company Banner Image</td>
<td>646 x 220</td>
<td>646 x 220</td>
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<tr>
<td></td>
<td>Shared Image or Link</td>
<td>1,104 x 736</td>
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<td></td>
<td>Profile Photo</td>
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<td></td>
<td>Header Photo</td>
<td>1,500 x 500</td>
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<td></td>
<td>In-Stream Photo</td>
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<td></td>
<td>Profile Picture</td>
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<tr>
<td></td>
<td>Photo Thumbnails</td>
<td>161 x 161</td>
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<tr>
<td></td>
<td>Photo Size</td>
<td>1,080 x 1,080</td>
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<tr>
<td></td>
<td>Instagram Stories</td>
<td>1,080 x 1,920</td>
<td>600 x 1067</td>
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</tbody>
</table>
Social Media

Use of Tagging:

- Tags is a @ symbol used before a name
- Tags can be a person’s name and/or business' name
- Tells them of your mention
- They get a notification
- Tags are public; notifications are private
- Works on personal & business accounts
Use of Hashtags:

- They always start with # but they won’t work if you use spaces, punctuation or symbols.
- Make sure your accounts are public. Otherwise the hashtagged content you write won’t be seen by any non-followers.
- Don’t string too many words together. The best hashtags tend to be relatively short and easy to remember.
- Use relevant and specific hashtags. If it is too obscure, it will be hard to find and it won’t likely be used by other social media users.
- Limit the number of hashtags you use. More isn’t always better. It actually looks spammy.
“When people act on your message, they begin to change. They don't just change their behavior. They change their identity. They begin to become someone new because of your message.”

Dr. Michelle Mazur

I'm a great believer that any tool that enhances communication has profound effects in terms of how people can learn from each other, and how they can achieve the kind of freedoms that they're interested in.

Bill Gates
Last Words

Thank You