

Get Online Campaign October CTTAB Update

Launch Date: October 15

Fall Campaign

The fall campaign will feature “Health and the Web,” and will kick off our Get Online Seattle campaign.

Key Goals

1. Residents are more aware of online health resources and have the ability to choose credible online health resources
2. Residents are more aware of public computing centers and where they can go to get on the Internet and get help accessing health resources
3. Residents are more able to assess the quality of online tools/sites

Current activity plan

- Re-launch seattle.gov/getonline
 - At launch, site will have information on public computer labs, low-cost computer and Internet, and health websites (including how to evaluate health website).
 - As the campaign continues, information on different content areas will be added
- Promote website through social media, blogs, newsletters, leaflets, and posters
- Seattle Public Library and the Seniors Training Seniors program will use the Get Online site in their Internet Basics computer classes

Future Plans

- Create resources for CTCs to assist in teaching digital information literacy
- Host webinar or train-the-trainer events for CTC staff and volunteers

Partners

- Seattle Public Library
- Senior Centers
- Mayor’s Office for Senior Citizens
- Seattle Housing Authority Community Builders
- Seeking partnerships with other low income senior housing providers and senior organizations.

Action Items for CTTAB:

- PROMOTE the campaign (social media, email, personal networks)
- Use the website and give us feedback and suggest additional content
- Let us know when you (or someone you know) encounter marketing materials