

National Digital Navigator Corps Marketing Toolkit

Table of Contents	
Before You Start	1
Logos	1
Templates for Marketing Materials	2
Flyer Templates	2
Social Media Templates	2
How to Use the Templates	2
Sample Social Media Posts	2
Facebook	3
LinkedIn	3
Twitter	3
Instagram	3
Tips for Effective Marketing Language	3
Tips for Swag & Promotional Materials	4
Marketing Examples from Other DN Programs	4

Before You Start

Sign up for Free Premium Canva for Nonprofits <https://www.canva.com/canva-for-nonprofits/>

You'll get access to all premium images and templates, add multiple team members, and be able to set standards for your brand, like font and color scheme. Note: You must go through their application process to get approved. It usually only takes a few days for approval though. [See eligibility guidelines here.](#)

Logos

[Access graphics folder](#)

- National Digital Navigator Corps badge for website
- NDNC logo - horizontal or vertical orientation
- NDNC logo white

Templates for Marketing Materials

Flyer Templates: [Access multiple flyer options here through Canva.](#)

Social Media Templates: [Access social media templates here through Canva.](#)

Purpose: Market Digital Navigator services and events to your community

Use: You can use these as they are, with few modifications, or you can change up the content, or you can use your own materials and graphics . Please take and use whatever works best for you, your program, and your community – no requirements/obligations from NDIA.

How to Use the Templates

- Choose your format by asking yourself, “What will you use it for?”
 - Printing and distributing? Use a flyer, downloaded as a PDF and easy to print.
 - Or will you share it digitally - in the body of an email or on social media? Use a social media graphic and download as a PNG.
- Who’s the Audience? Keep them in mind as you customize it and choose where to share.
- **Customize**
 - Your Logo and Organization Name - drag and drop your logo (Tip: Use the best version for the purpose. For large flyers that will be printed, use your full logo that shows the name of your organization. For social media, you may want to use just a small icon/favicon.)
 - Colors - Your organization’s brand colors
 - Fonts - Your organization's brand font(s)
 - Images/photos - Have photos of your program or services in action? And permission to use them from the person photographed? Upload your own pictures so your marketing feels more authentic to your own community.
 - Your Contact Information or Call to Action – How does someone sign up or get your services? Should they call? Show up to an event? Make an appointment? Make sure the next step is **clear**.
 - Click “Share” to download the flyer as a PDF or to download a graphic as a PNG.

Sample Social Media Posts

Customize based on your target audience(s), goals, and call to action. When possible, tag partners who can amplify your messaging.

Most posts should contain these elements: [Call to Action] [link] [graphic]

Sample Calls to Action:

- Get more info: [link to webpage]
- Join us Saturday! [link to info/RSVP for an event]
- Drop in on Wednesdays to see our Digital Navigator [link that shows schedule, location]
- Sign up for our newsletter to get updates [link to signup form]

Facebook

Tip: For in-person events, try creating a Facebook Event and asking your colleagues/partner orgs/ current clients to share and invite people in the community.

We're partnering with the [_____] community to help you use technology! Ask us about getting \$30/month off your internet bill, affordable devices, and catching up on your computer skills! [\[Call to Action\]](#) [\[link\]](#) [\[graphic\]](#)

We're here to help you get internet, affordable devices, and the tech skills you need for today's online world! [\[Call to Action\]](#) [\[link\]](#) [\[graphic\]](#)

LinkedIn

We're partnering with our community – [TAG org partners] – to help you get internet, affordable devices, and the tech skills you need for today's online world! [\[Call to Action\]](#) [\[link\]](#) [\[graphic\]](#)

Twitter

We're helping the [_____] community get connected because internet access should be a right, not a privilege. Support our work today [\[call to action/link to donate or volunteer\]](#) @netinclusion

We're partnering with our community – [TAG org partners] @netinclusion – to help residents get internet, affordable devices, and the tech skills you need for today's online world. Help us spread the word! [\[link\]](#) [\[graphic\]](#)

Instagram

We're here to help _____ residents get internet, affordable devices, and the tech skills you need for today's online world! [\[Call to Action\]](#)

Supported by @netinclusion #getconnected #acp #affordableconnectivity #internetforall #broadbandforall #digitalequity #digitalnavigators #digitalinclusion

[\[pic\(s\) of in-person work/of the DN/of clients... or graphic\]](#)

Tips for Effective Marketing Language

- Use simple, active, direct language.
- Avoid jargon in marketing and connecting with your community – this may intimidate and confuse people.
 - 🙅 Ex of jargon: Digital inclusion can help you get broadband and devices.
 - 🙌 Ex of simple language: I'm working with the community to help you connect to free home internet.
- Use positive, rather than negative language.
 - 🙅 Ex of negative flyer language: Don't have a computer? ... Internet too expensive?...

- 👍 Ex of positive flyer language: Talk to me about getting a free home computer.
- Using accessible language accommodates people of all ages and abilities, including those with differing cognitive abilities, low literacy skills, and speakers of English as a foreign language. It's also better for EVERYONE!

Tips for Swag & Promotional Materials

Giveaways/swag/promotional materials can be useful in getting the word out about your program. Usually, you should try to gauge how successful this method is compared to the cost. If people take the swag but don't take action or participate in your programs, then it wasn't a successful strategy.

As with anything you do, ask your community and participants (formally or informally) what they would prefer to have (based on your budget) – a notebook? portable battery charger? sticker? USB flash drive? If you are going to order swag, consider choosing just one item to start, as prices decrease with bulk orders.

Some sites to look for branded/promotional materials:

- [Marco Promos](#)
- [Sticker Mule](#)
- [Tribal Print Source](#) It is a Tribal owned Print company housed on the Pala reservation in San Diego Country and is Tribal-owned. Tribal grantees can talk to Davida about receiving a discount.

Marketing Examples from Other DN Programs

- NDNC org - Digital Connect Initiative, Gila River:
<https://www.instagram.com/digitalconnectinitiative/>
- NDNC org - Hocking Athens Perry Community Action HAPCAP:
https://drive.google.com/file/d/1kODqRbBre1BRZ9r5owXNDzDYB2ILcFhn/view?usp=share_link
- NDNC org - Cayuse Native Solutions:
<https://twitter.com/NativeCayuse/status/1620540798780739584>
- Digital Navigators of the Hudson Valley -
<https://libguides.senylrc.org/DigitalNavigators/marketing>