



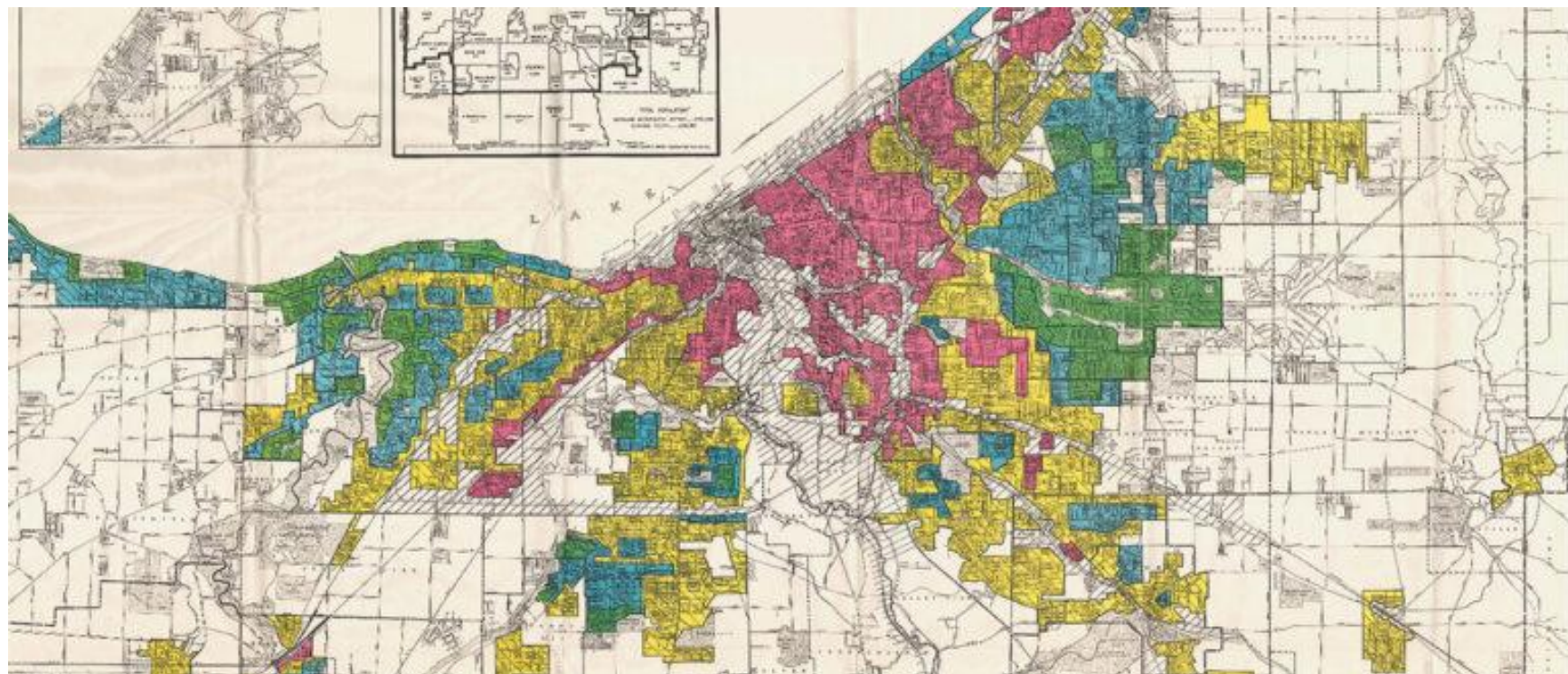
 Morehead-Cain





# **A Strategy to Reposition PolicyBridge at the Head of the Table**

Morehead-Cain Scholars



**14.6**

Black infant  
deaths per  
1,000 live  
births

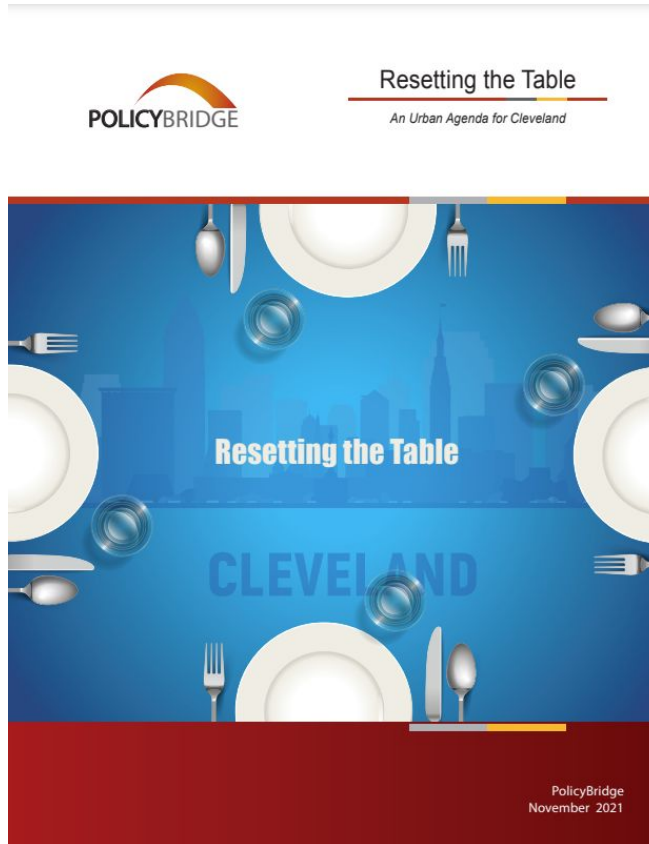
**28.6%**

Black Males  
Working  
Full-Time but  
Earning Under  
\$30,000 in  
2022

**56.2%**

Share of  
Hispanic/Latino  
Children Under  
18 Living Below  
Poverty Level in  
2022

# PolicyBridge's Current Public Perception



**Behind-the-Scenes  
Coordinator**

**Social  
Media**

**Leader of Change**



# Cleveland's Urban Landscape:

**Challenges, Opportunities, and  
the Need for Alignment**

# Shifting Away From Conventional Means

## In-person Meetings

### Strengths

In-depth dialogue with members

Real-life Q&A

### Weaknesses

Limited in attendance numbers and diversity

Losing in popularity

## Social Media

### Strengths

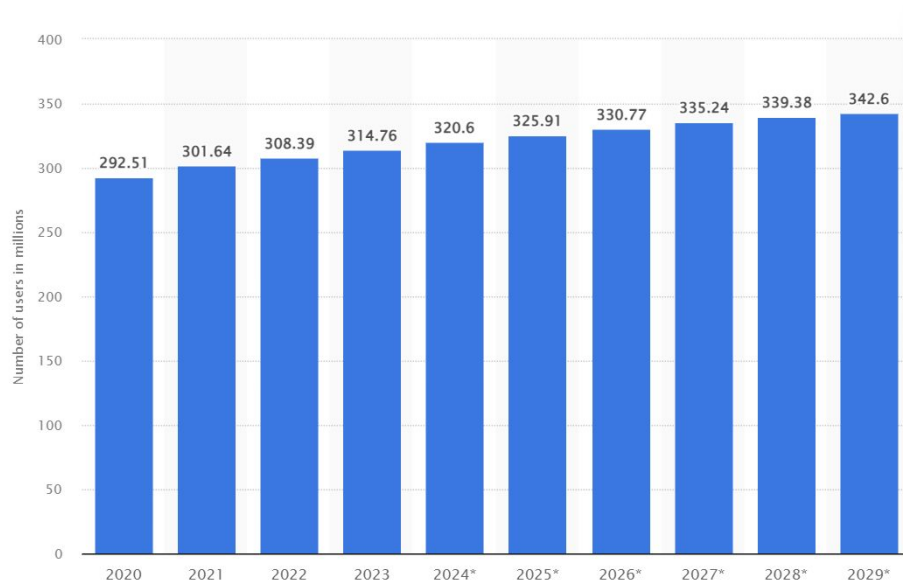
Extensive reach to people, especially young population

Wide array of tools for content

### Weaknesses

Not as effective in communicating content as in-person

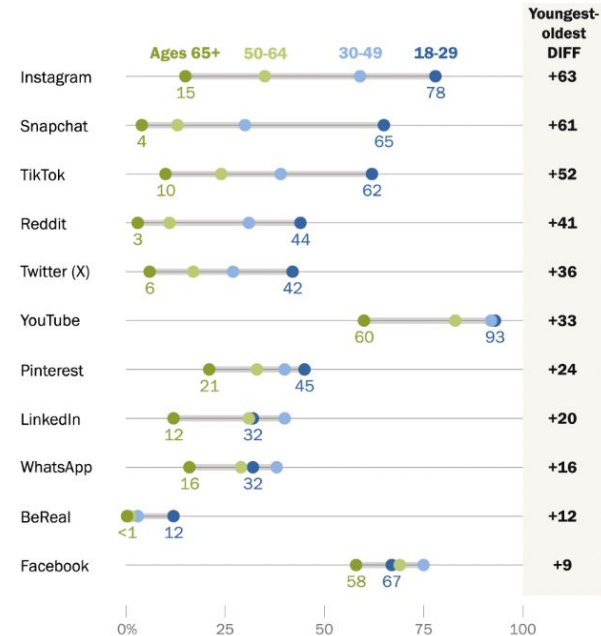
# Why & Which Social Media?



*Number of social media users in the United States from 2020 to 2029 (in millions) (Statista)*

**The youngest U.S. adults are far more likely to use Instagram, Snapchat and TikTok; age differences are less pronounced for Facebook**

*% of U.S. adults who say they **ever** use ...*

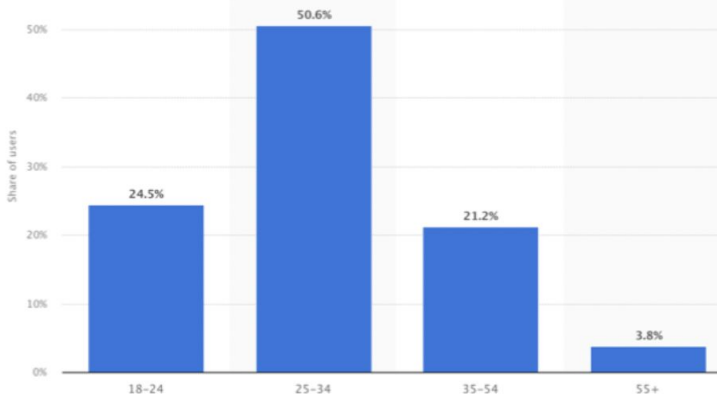


*Americans' Social Media Use (Pew Research Center)*



## LinkedIn

- What is it?
- User demographics
- Other major players



LinkedIn User Age Demographics (Statista, April 2024)



Search



## PolicyBridge

Nonpartisan, African American-led public policy think and action tank based in Cleveland, Ohio  
Think Tanks · Cleveland, Ohio · 6 followers · 11-50 employees



Katherine & 3 other connections follow this page

+ Follow

Message



Home

About

Posts

Jobs

People

## About

Since its 2005 inception, PolicyBridge has been a leading research and advocacy think tank that prompts and sustains high-quality discourse about public policy issues affecting African Americans and other underserved communities in Northeast Ohio. PolicyBridge focuses its policy work in th ... see more

Show all details →

## Page posts



PolicyBridge  
6 followers  
1w ·

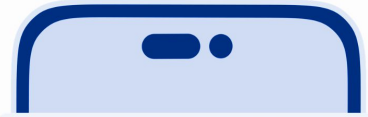
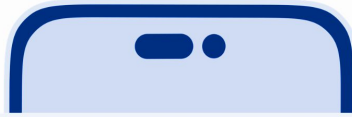
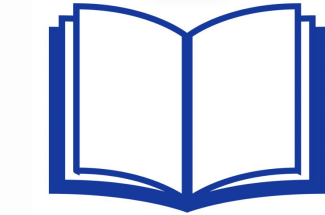
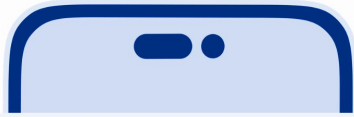
The state of the Black community in Cleveland has been affected by many issues over recent years. Topics ranging from the impact ...see more



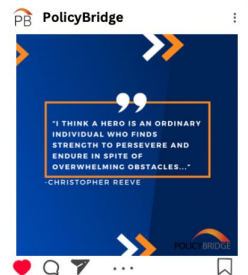
PolicyBridge  
6 followers  
1w ·

PolicyBridge, in partnership with Ohio Rep. Stephanie Howse, invited dozens of government officials, philanthropic leaders, represe ...see more

# Instagram



# Instagram



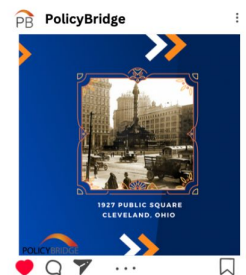
Motivation Monday



Transformation Tuesday



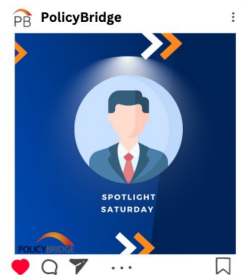
Wisdom Wednesday



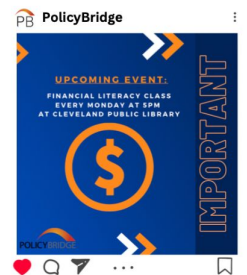
Throwback Thursday



Fact Friday



Spotlight Saturday



Strategy Sunday

# YouTube

## Core Pillars



1. Inform
2. Engage
3. Impact



## Key Tactics

- **Content Mix:** Research summaries, community voices, expert insights
- **Board Engagement:** "Meet the Board" series, leadership updates
- **Optimization:** SEO-friendly, consistent branding, strategic playlists
- **Audience Growth:** Q&As, cross-platform sharing, collaborations
- **Format Diversity:** Long-form analysis, "Policy in a Minute" shorts, live events



**PolicyBridge** ✓

@PolicyBridge · 1K subscribers · 55 videos

Research. Enlighten. Action. PolicyBridge is a non partisan...

<https://policybridgeo.org/>

Subscribed

Home Videos Shorts Live Podcasts Playlists



### Missing In Action : The Future of Black Leadership in Cleveland

PolicyBridge · 360 views · 1 month ago

McShepard shares his vision for a new leadership model.

For you



#### Forum III: Advancing a Culture of Health and Equity

634 views · 6 months ago



#### HIP-Cuyahoga 2019 Consortium Welcome.

970 views · 7 months ago



#### Racism, Inequity, and Public Health

37K views · 9 years ago



#### The 50 Year Policy Legacy of Carl B. Stokes

840 views · 8 months ago

### Economic Development

PolicyBridge is focused on providing policy recommendations that lead to positive change in the economic status for all, with an emphasis on minority groups who have constantly lagged behind.

# Email Newsletter and Written Content

New Message

To

Subject SAMPLE TEMPLATE

**Policy Bridge: Community Survey**

Your voice matters! We invite you to participate in our survey to share your views and help shape the future of Northeast Ohio. Your feedback will guide our efforts to build a more equitable and prosperous community.


It only takes a few minutes to make a big impact. Together, we can create positive change.

[Share Your Feedback]

**Take Our Survey!**

Share your story with us.

Send any questions to [info@policybridge.org](mailto:info@policybridge.org)



**Call of the Month**

Help us raise awareness for Policy Bridge's mission to promote the well-being of all Clevelanders by transforming the broken systems that hinder progress.

Follow us on [LinkedIn], [Instagram], and watch our [YouTube videos].

**Follow Us**


Follow us on Instagram, LinkedIn, X, Facebook, and share this newsletter with a friend!

[policybridgeneo.org](http://policybridgeneo.org)




@policybridge



Policy Bridge

[info@policybridgeneo.org](mailto:info@policybridgeneo.org)



Send







ANNOUNCING OUR

# HOUSING DASHBOARD

Including:  
Market Trends  
Neighborhood Insights  
and  
Customizable Views



**Community Profiles**

Reclaim.



**PolicyBridge Blog**

Redefine.



**Opinion Editorials**

Rewrite.

**Designing a Systems-Change Oriented Narrative**

# Four Pillars of Communication

## Social

Transfer of  
Knowledge  
through  
Community

## Educational

Transfer of  
Knowledge in a  
School Setting

## Intellectual

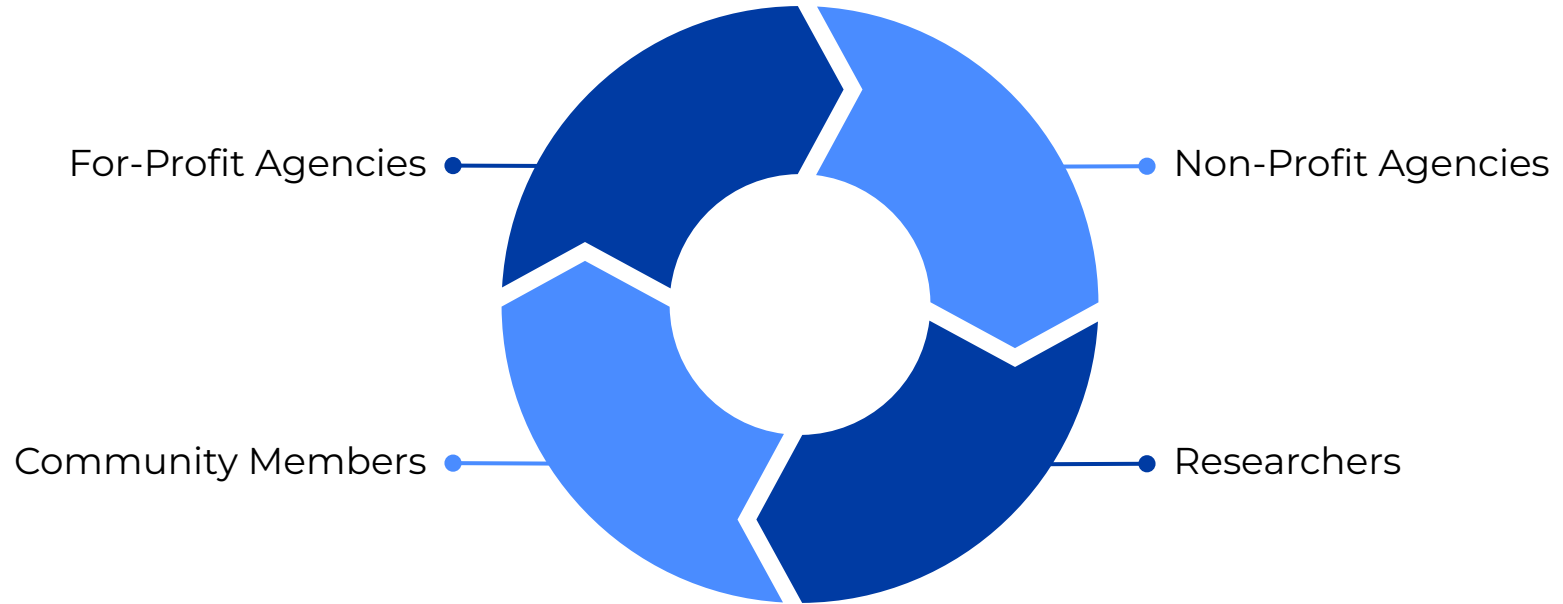
Transfer of  
Knowledge  
through Research  
and Curiosity

## Media

Transfer of  
Knowledge in  
Entertainment



# Membership Program





# Ambassador Program

What, Why, and How

## Program Objectives

1. **Educational Engagement:** Provide students with the space to further learn about and act on the issues impacting their own community through exposure to the nonprofit realm
2. **Skill and Career Development:** Enhance students' skills in communication, digital marketing, and policy research, while also providing students with career-enriching networking opportunities
3. **Community Impact:** Empower students to contribute to PolicyBridge's mission of promoting equitable policies and fostering community dialogue on critical social issues

# Next Steps

August  
2024

- Prepare social media platforms to be launched
- Begin outreach to and coordination with local schools to pitch Ambassador Program



September  
2024

- Launch all social media platforms
- Release first monthly newsletter at the end of the month

August  
2025

- Finalize establishment of the Ambassador Program within a handful of local schools

**Maintain social media posts, newsletters, and outreach in accordance with report guidelines**

September  
2025

- Open application portal for the Ambassador Program on the PolicyBridge website

January  
2026

- Application deadline for the Ambassador Program



April  
2026

- Notify students admitted to the Ambassador Program

August  
2026

- Ambassador Program begins
- Ambassadors hold positions for the proceeding year

# Takeaways

Thank you everyone for a wonderful time in Cleveland!

