



**OMG**  
media solutions

Dear ASPHN members,

Thank you for taking the time to Zoom this morning to review one of the branding exercises from OMG Media's "The Power of Digital Attraction" branding toolkit curriculum. I put together a few creative and innovative ideas for you to consider adding to your toolkit. They are:

### **Tangible**

Arrange the tangible tools based on the audience that you want to target (geographically, gender, age, ethnicity, etc.) and estimate the population size of your reach.

- Blog (<https://wordpress.com>)
  - I share my clients' stories on my blog. (<https://omgdigitalmediasolutions.com/blog/>) You can decide to make your blog about anything! Wordpress is free and has many great templates to choose from to get started.
- Canva (<https://www.canva.com>)
  - Creating graphics for social media is quick and easy.
- Google Classroom (<https://classroom.google.com/>)
  - Great platform for teaching courses, sharing files and adapting the classroom resources to meet your needs.
- Podcast
  - There are many free podcast platforms. "Free" often comes with intrusive advertising to your audience. Audioboom offers a low cost paid platform that is secure and does not serve ads to your audience. It is \$9.99 per month or you can purchase an annual subscription.
  - Audioboom provides analytics for performance measurement and an easy process for distributing your podcast to all of the major podcast networks i.e. "itunes", "Apple", "Google", "Stitcher", etc. <https://audioboom.com>

### **Intangible**

Your toolkit should be bursting with the following characteristics that are inherent in you.

- High Energy
- High Performance
- Strength
- Creativity
- Innovation
- Culture
- Personality
- Spirit
- Integrity

Please feel free to email any questions you have about your brand toolkit at: [monique@omgdigitalmediasolutions.com](mailto:monique@omgdigitalmediasolutions.com).

About OMG Digital Media Solutions, LLC

Since 2014, OMG Media Solutions has provided media consulting and business strategy solutions to corporations, government and non-profit organizations nationwide. As one of the few women-of-color-owned media business enterprises, OMG Media Solutions is committed to its track record of promoting healthy, safe and prosperous communities, through creative and innovative development of cultural content at its OMG Studios in the Twin Cities (Minneapolis/St. Paul).

# Follow up content from Soumya Bhat who presented on March 22nd

Regarding the questions about alternatives to Google Docs for those who are not permitted to use Google products in their workplace due to security concerns: Each of the following options would still require them to create an account and send instructions in advance to have participants register, so it may not be preferred to the old fashioned way of assigning a note-taker/scribe on a Word document while sharing screens, but here is a list:

- Microsoft Office Online
- [Dropbox Paper](#)
- [Onlyoffice](#)
- [Nuclino](#)

In addition, here is a list of potential conference simulation platforms (more expensive), that may be worth exploring for bigger budget meetings:

- Lunchpool
- Remo
- Pathable