

☐ CalSAWS DD&I☒ C-IV M&O☐ CalWIN M&O☐ LRS M&E

Distribution Date:	August 19, 2021
To:	PPOC.39; Consortium.SectionDirectors; Consortium.RegionalManagers.All
CIT Name:	BenefitsCal social media and website update
From:	CalSAWS Project

PPOCs, please forward to the appropriate impacted staff in your county:

- | | |
|---|---|
| <input checked="" type="checkbox"/> General
<input type="checkbox"/> Policy
<input type="checkbox"/> CW
<input type="checkbox"/> CF
<input type="checkbox"/> MC
<input type="checkbox"/> CMSP
<input type="checkbox"/> FC/KG/AAP
<input type="checkbox"/> Child Care
<input type="checkbox"/> WtW
<input type="checkbox"/> Other Program(s) _____
<input checked="" type="checkbox"/> C4Yourself <input type="checkbox"/> Your Benefits Now!
<input type="checkbox"/> Customer Correspondence
<input checked="" type="checkbox"/> Other Self-Service Portal | <input type="checkbox"/> Reports
<input type="checkbox"/> Fiscal
<input type="checkbox"/> Caseload Movement
<input type="checkbox"/> Management
<input type="checkbox"/> Fiscal
<input type="checkbox"/> Security
<input type="checkbox"/> Batch and Interfaces
<input type="checkbox"/> Imaging
<input type="checkbox"/> Migration
<input type="checkbox"/> Conversion
<input type="checkbox"/> Technical
<input type="checkbox"/> Training
<input type="checkbox"/> Help Desk |
|---|---|

Description: (Including any step-by-step instructions)	<p>Purpose</p> <p>The purpose of this CIT is to inform C-IV counties where they can find information to update their website to point customers to the new BenefitsCal.com website.</p> <p>Background</p> <p>BenefitsCal is live in C-IV counties on September 27th. To make sure as many customers as possible are aware of the change, part of the BenefitsCal communications plan was to provide a media toolkit to counties, which included language that they could use on their websites to point customers to BenefitsCal.com prior to go-live.</p> <p>Additional Information</p> <p>The Social Media toolkit includes logos, hashtags, photos, example social media posts, and language counties can use on their websites to point customers to BenefitsCal.com. The Social Media toolkit is available for download on BenefitsCal.com.</p> <p>Counties to follow BenefitsCal on Twitter and Facebook for awareness and updates.</p> <p>County Action</p>
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	<p>Please update your county websites to point customers to BenefitsCal.com instead of C4Yourself and follow @BenefitsCal on Twitter and Facebook if you have these accounts.</p> <p>If you have any questions on this CIT, please reach out to the Project Contacts below and CC your Regional Manager(s).</p>
Primary Project Contact: (Name, phone number, email address)	<p>Matthew Spurrier spurrierm@calaces.org</p>
Backup Project Contact: (Name, phone number, email address)	<p>Jennifer Hobbs hobbsj@calsaws.org</p>
Attachments:	None
Web Portal Link:	<p>██████████</p> <p>OR</p> <p>██</p> <p>You may also retrieve the CIT document and attachments by following these steps:</p> <ol style="list-style-type: none"> 1. Click on the CRFIs & CITs link at the top of the page. 2. Click on the "CalSAWS Information Transmittal (CIT)" folder. 3. Click on the "2021" folder. 4. Click on the appropriate CIT # folder.