



## **Social Media Strategy Report**

**Simcoe Muskoka Workforce Development Board**

**August, 2016**

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## Section I: Strategy Overview

### Target Audience

- Employers – small to medium sized local businesses (within Simcoe County or Muskoka District)
- Job seekers – important group though difficult to target as they are a fluctuating group
- Simcoe Muskoka Workforce Development Board (SMWDB) Board of Directors
- The Ministry of Advanced Education and Skills Development (MAESD)
- Employment Ontario organizations (employment service providers, literacy)
- Economic development offices
- Educator
- Workforce-focused organizations
- Any other relevant organization in the Simcoe/Muskoka region

## Section II: Environmental/External Scan

This section contains a review of a handful of organizations in different sectors to determine the best practices of their social media presence.

### Workforce Development Boards

#### Durham

- LinkedIn: Personal profile, infrequent posting
- Facebook: Frequent posting, event and project promotion, event pictures, low engagement
- Twitter: Frequent posting, similar information to Facebook, frequent retweets of partner organizations

#### York Region

- LinkedIn: Inconsistent posting, low engagement, employment related articles and events
- Facebook: Not accessible
- Twitter: Inconsistent posting, employment related articles with high engagement, event promotion for their own events and other related events

#### Sarnia Lambton

- LinkedIn: Few infrequent posts, solely focused on annual survey
- Facebook: Frequent posting, majority of posts are shares of news articles (both related and unrelated – related articles had more engagement), low engagement
- Twitter: Frequent posting, majority of posts are survey results and employment trends, low engagement

#### Toronto

- LinkedIn: Inaccessible if not member of their LinkedIn group
- Facebook: Frequent posting, majority of posts are employment or economy related articles, low engagement

- Twitter: Frequent posting, majority of posts are employment or economy related articles, retweets of followers who retweet their tweets and add additional comments

#### Peel

- Non-existent social media presence

#### Summary

- Frequent posting is important to keep followers engaged and informed
- Most used platform for workforce development boards in Ontario is Twitter
- Employment related articles from reliable sources receive the highest amount of engagement
- Keep all messaging on brand to maintain professionalism and expertise
- Make all platforms accessible to inquiring audiences without them having to log into the social network, allowing them easy access to SMWDB information

## Canadian Non-Profits

#### Canadian Wildlife

- LinkedIn: Non-existent
- Facebook: Frequent posting, project updates/accomplishments, general photos of nature, recruitment and news developments, highest engagement on project updates and accomplishments
- Twitter: Frequent posts, same content as Facebook

#### Canadian Blood Services

- LinkedIn: Related employment news and trends, doctor spotlights, organization information and partnerships
- Facebook: Project developments, celebrating donor accomplishments, related news articles
- Twitter: Retweets from partners, similar content to Facebook

#### Historica Canada

- LinkedIn: Non-existent
- Facebook: Contests, frequent posts, “On this day in history” posts, sharing of relevant news articles
- Twitter: Frequent posting, retweeting of relevant content, similar content to Facebook

#### Summary

- Retweet relevant news and postings from organizational partners to create a sense of community
- Highlight project developments to keep followers informed

## Other Organizations

#### Royal Ontario Museum

- LinkedIn: Non-existent
- Facebook: Promotion of events, shares of relevant content from organizational partners
- Twitter: Frequent posting, frequent retweets of relevant content, event promotion

#### Canada’s Wonderland

- LinkedIn: Recruiting use only

- Facebook: Related news stories, photos promoting different areas of the park
- Twitter: Similar to Facebook, retweets of patron and partner postings

#### Art Gallery of Ontario

- LinkedIn: Non-existent
- Facebook: Relevant news article shares
- Twitter: Promotion of events, highlights of specific art pieces/artists

#### Summary

- Frequent use of social media, specifically Twitter and Facebook, to promote events

## Section III: Online Communications (Social Media)

### General Points

- Maintain a consistent voice on all posts across all platforms. For example, maintain “we” rather than “I” in all posts
- Remain on brand with all posts
- Ensure professional photos and logos on all social media platforms – consistent logos/profile pictures on all sites
- Ensure all descriptions are complete, accurate, and contain working links to website and other social media sites
- When retweeting or sharing information from other organizations, add a comment to show the expertise and thoughts of SMWDB

### SMWDB Website

#### Review of Current Procedures

- Very resourceful website, some areas hard to navigate
- Examples of hard to navigate areas:
  - **The “Resources” tab:** landing page for this tab is the LLMP for the past three years with a link for additional publications → hard to find what you are looking for when presented this way
  - Recommendation: Landing page should list all current publications, with a separate page for past publications. All publications should be clearly displayed and accessible
  - **The “Links” tab:** The links for the resources mentioned are small and hard to find on the page.
  - Recommendation: Increase the font and/or bold the links to ensure they are easier to find

#### Recommendations for Future

- Add social media icon links
- Connect webpage to social media through links for specific pages/content in social media posts

- Add a picture slideshow on the homepage of the website to display events, achievements, and information, while also adding an interesting visual element to the website
- Development of a “join our email list”? → would have to specify that they were an employer and/or other considerations

### **Types of Content/Messaging**

- Add videos to the website, such as the Bell videos, etc.
  - Recommendations: Depending on the size of the videos, they can be directly imbedded into a new landing page on the website, or a new landing page can be created featuring links to the videos housed either on YouTube or another video housing site.
- Resources for all of our target audiences – displayed in an easy to navigate manner

### **Analytics**

- Google Analytics
  - Measures where the website traffic is coming from, specifically if it’s coming from a particular social media post or platform
- Make resources downloadable with a small survey requiring interested parties to input their name, email, organization, and other relevant information to track who is interested and accessing the resources provided
  - Do not make the survey too onerous as that may scare away potential interested parties

## **Facebook**

### **Review of Current Profile/Procedures**

- No current SMWDB presence
- Used only for events and the maintenance of the JobCentral page and ads

### **Recommendations for Future**

- Create a SMWDB page with current logos, photos, and information
- “Like” similar pages to create a Facebook network and use the network to generate content (share posts by network that would be of interest to our following)
- Post/share content minimum once a month to ensure page stays relevant and looks up to date
- Include a photo and a link (to landing page on website) in posts to increase engagement
- Comment, reply, and engage with followers to create a sense of community

### **Types of Content/Messaging**

- Ensure contact information is up to date
- Promote SMWDB’s LinkedIn and Twitter profiles as destinations for information and resources
- Promote events (can do so through the main page and separate event pages)

### **Analytics**

- Facebook Insights (built-in analytics)

- Measures post metrics: how many people the post reached, number of people who clicked the post, and number of people who engaged with the post (reacted, shared, commented)
- Measures general page metrics: how many people follow the page, the demographics of followers, how people respond to posts in general, etc.
- Buffer
  - Metrics measured:
    - Engagement on posts (likes, shares, comments)
    - Compares success of posts (can narrow it down to type of post – photo, link, video, etc.)
    - Customizable data for specific timeframes

## Twitter

### Review of Current Profile/Procedures

- Good quality posts, but infrequent
- Retweets and likes on about 50% of posts

### Recommendations for Future

- Can be used as main outlet for news, events, and other information dissemination for SMWDB
- Update banner and photo
- Follow similar pages to create a twitter network and use the network to generate content (retweet posts by network that would be of interest to SMWDB following)
- Include photos in posts to increase engagement (retweets, likes, and link clicks)
- Post minimum of one to two times per day (resources permitting) to stay relevant, as the lifespan of a tweet is very short (gets lost in other posts quickly)
- Repost the same information in different ways over a few weeks (different pictures, taglines, etc.)

### Types of Content/Messaging

- Retweets from partners/similar organizations, etc. – this can be focused on during periods of little SMWDB information/events
- Promote events, training, and information for employers and job seekers
- Important quotes and stats about employment and other related topics (overlay on images or infographics for a more engaging post – can do so using apps like Canva)
- Share articles of interest to SMWDB following, such as developing news stories, new information or statistics, etc.
- Links to videos outlining what SMWDB supports
- Highlight employees and staff events

### Hashtags

- Research hashtags before using them to ensure they are on brand and appropriate (Use Ritetag to search hashtags)



- Use no more than 2 hashtags per tweet
- Only use hashtags for important keywords in the tweet

### **Analytics**

- Twitter Analytics
  - Only available to users who are advertisers or use Twitter Cards
  - Measures engagement on tweets (retweets, likes, etc.), follower data (location, demographics, interests, etc.), and measures the success of Twitter Cards (number of clicks, retweets, etc.)
- Buffer
  - Measures the engagement on each tweet and displays the top tweet (tweet with the most engagement – retweets, likes, etc.) to show what content followers want
  - Shows analytics on Twitter followers, such as who they are, who is an influencer, who is most engaged, etc.

### **LinkedIn**

#### **Review of Current Profile/Procedures**

- Currently using a personal LinkedIn account
- Large amount of connections
- Infrequent updates

#### **Recommendations for Future**

- Move to a business page
  - Messaging surrounding move – post on LinkedIn and other social media sites announcing new LinkedIn business page
- Include banner image to complete professional look of profile
- Keep all information current and accurate (website, description, etc.)
- Post approximately once per week to maximize effectiveness

#### **Types of Content/Messaging**

- Share articles of interest to SMWDB following, such as developing news stories, important industry related articles, new information or statistics, etc. → issue centric articles that will help to develop SMWDB as a leader in employment knowledge
- Updates on SMWDB projects
- Promote events hosted by SMWDB or partner organizations
- Highlight employees and staff events

#### **SlideShare**

- A network within LinkedIn that allows the posting of slideshows to LinkedIn followers, as well as secondary SlideShare followers
- Can create a presentation in powerpoint, save as a PDF document, and upload/post to SlideShare

- Allows for a targeted, interested audience for full presentations
- Same login as LinkedIn, separate profile that needs to be maintained with current information, logos, and pictures

## **Analytics**

- LinkedIn Analytics
  - Measures:
  - Updates
    - **Impressions** - The number of times each update was shown to LinkedIn members.
    - **Clicks** - The number of clicks on your content, company name, or logo. This doesn't include interactions (shares, likes, and comments).
    - **Interactions** - The number of times people have liked, commented on, and shared each update.
    - **Followers Acquired**- How many followers you gained by promoting each update.
    - **Engagement** - This percentage shows the number of interactions plus the number of clicks and followers acquired, divided by the number of impressions.
  - Reach: A graph showing the trend on the number of times your updates were seen both organically and through paid campaigns on a daily basis. Can adjust the date range.
  - Engagement: A graph displaying the number of times members clicked, liked, commented on, and shared your content in both organic and sponsored campaigns. Can adjust the date range.
  - Followers
    - Type:
      - Total - The total number of LinkedIn members following your Company Page. The number displayed here is updated only once a day, so it may be different from the current number on your Overview tab, which is updated in real time.
      - Organic - Followers you gained naturally, without advertising.
      - Acquired - Followers you gained through Sponsored Updates and/or Company Follow Ads.
    - Follower Demographics: A breakdown of who's following your company using 5 types of demographic data. Can see seniority, industry, job function, company size, and more.
    - Follower Trends: Showing how your number of followers has changed over time. Can adjust date ranges.
    - How You Compare: Your number of followers compared to other companies.
  - Visitors
    - Page views: A graph showing how many times the Company Page was viewed. Can adjust the date range.

- Unique visitors: A graph showing how many LinkedIn members visited the page. This is similar to page views, but removes duplicate visits to a single page such as when a member refreshes the Company Page or navigates away from it, but returns later. Can adjust the date range.
  - Visitor demographics: This is a graph showing a breakdown of who's visiting your Company Page using 5 types of demographic data: Seniority, Industry, Function, Company Size.
- Buffer
  - Metrics measured:
  - **Updates:** See metrics such as number of clicks, likes, retweets, comments on all your posts. Sort them by popularity (most popular, least popular) and filter them by type (images, videos, links, text). Re-share posts immediately or add them to your Content Library for later.
  - **Analysis:** Customizable chart where you can choose to look at various engagement metrics. Can look at the past 7 days, 30 days, 90 days, or any custom timeframe.

## Email

### Review of Current Procedures

- Invitations to events and survey requests sent out through mass emails

### Recommendations for Future

- Include links to social media in both mass emails, and signatures on personal emails
- Advertise events through social media and mention an email invitation, request that followers provide their emails if they would like an invitation (event specific → may only work for events with a more general audience)

### Analytics

- Number of emails that were opened by recipients (if read receipts are turned on)
- Number of recipients who followed the call to action included in the email (ex. Filling out a survey)

## Scheduling

A social media content calendar can be created to outline themes of the week and important events to be highlighted. The calendar would contain the week, a theme or topic for the week, and the responsibilities on each party regarding the content for each week. Caution would need to be taken to remain flexible with the calendar and react to news developments and other changes that could affect social media programming.

The third party app Buffer (discussed in the next sub-section) contains a calendar feature that makes it simple to create a content calendar for the month, or year. Also contained within Buffer is a scheduling feature that allows the user to schedule posts ahead of time. The two features could be used together to plan a month's worth of posts in advanced. Again, caution would need to be taken to ensure all posts

are accurate and timely. Flexibility would be needed to monitor developing news and events to keep ensure schedule posts are tasteful, appropriate, and accurate.

Even with a calendar and scheduled posts, all social media platforms need to be maintained on a daily basis to ensure any follower inquires or comments are responded to.

## Usage of Third Party Apps

### Google Analytics

#### Advantages

- Become informed on the manner at which visitors find the SMWDB website, allowing the changes of social media platforms to better reach the website if necessary

#### Features

- Tracks the path visitors take to reach the website
- Learn what people are looking for on the website
- Audience information such as demographics, interests, location, etc.
- Measures visitor path within the site and within specific pages

#### Cost

- Free account required

### Buffer

#### Advantages

- All analytics in one convenient location
- Scheduling tool allows for posts to be created in advanced

#### Features

- Schedule posts in advanced
- Posts to all social media profiles
- Analytics for all connected social media profiles – see how each post performs with followers
- Link shortening feature (removes the need for Bitly, which is discussed below)

#### Cost

- \$99 per month for a small business account (allows for 5 users, 2000 scheduled posts, social analytics, calendar feature, etc.)
- Possibility for not for profit discount – would be 50% off price
- There is a smaller plan available for \$102/year. Disadvantages of this plan (compared to the small business plan) are:
  - Only one account/user so one person would be responsible versus up to 5 on the small business plan
  - Less scheduled posts – can only schedule 100 posts at a time, versus 2000 on the small business
  - No enhanced analytics – only basic analytics, while the small business plan provides more in depth analytics for each profile

### Bitly (Link Shortening)

#### Advantages

- Shortens links to provide a cleaner looking link to add into posts on any platform
- Allows for more space in Twitter posts where characters are limited

## Features

- Customizable, branded shortened links/URLs
- Analytics to measure the clicks and views of the shortened link

## Cost

- Free account required

## **Ritetag**

### Advantages

- Allows research of a hashtag before use to ensure the hashtag is appropriate

### Features

- Search the database of 20,000,000+ hashtags
- Study engagement analytics before using a hashtag – can see what is being said with that hashtag
- Get hashtags currently popular for any topic
- See currently trending hashtags

### Cost

- Free account required

## **Canva**

### Advantages

- Creation of professional looking images that will be available to post on the SMWDB website or social media profiles

### Features

- Photo editing such as adding text, cropping, etc.
- Stock photos that can be used for free

### Cost

- Free account required

## **Sample Messaging**

The following is sample messaging for the three main social media platforms of this strategy. Though the samples are split into the three platforms, the general idea can be formatted to fit any of the platforms. These are meant as a guide and should be adapted to fit the specific content being posted.

## **Facebook**

### **Promoting Upcoming Events**

Create a Facebook event page and link it to the main company Facebook page. Tag the event page in a post. Add a few sentences explaining the event and why/how it benefits followers. Provide a call to action, such as “See the Facebook event page for more information”, to show followers what you want them to do with the information.

### **Promoting Other Social Media Platforms/Website**

“For updates and information on Simcoe Muskoka Workforce Development Board, be sure to check out our Twitter! [twitter.com/smwdb](https://twitter.com/smwdb)”

These posts can contain more information on specific information that will be on Twitter, LinkedIn, or the SMWDB website.

## **Twitter**

### **Upcoming Event**

Write a few sentences explaining the event and why/how it benefits followers. Provide a call to action, such as “Follow the link for more information”, to show followers what you want them to do with the information.

### **Current Event**

Attach a photo of the event, with a caption about the success/happenings of the event.

### **Photo (Stat or Quote)**

Select an interesting quote or statistic that would be relevant to followers. Place the quote or statistic over a compelling photo using the Canva application. Include the source of the statistic or quote to increase credibility.

- **Example:** Data from the JobCentral website can be shared to highlight the success of the site.

### **Link to Article or Report**

Include a link to the article or website where the report is published, as well as a few sentences about its content to entice visitors to follow the link and read the article or report. Include a call to action, such as “Take a look at this article to learn more”, to show followers what you want them to do with the information provided.

### **Retweet of Relevant Information/Article**

When an organizational partner or related organization tweets information that would be relevant/of interest to SMWDB followers, SMWDB should retweet the information. Add a sentence or two commenting on the information or stating the importance, so followers know why it is being retweeted.

## **LinkedIn**

### **Link to Article or Report**

Include a link to the article or website where the report is published, as well as a few sentences about the content to entice visitors to follow the link and read the article or report. Include a call to action, such as “Take a look at this report to learn more”, to show followers what you want them to do with the information provided.

### **Upcoming Event**

Include a link to a page on the SMWDB website (or an affiliated site) providing more information on the event. Add a few sentences explaining the event and why/how it benefits followers. Include a call to action, such as “Follow this link to learn more about this event and to register”, to show followers what you want them to do with the information provided.

## Section IV: Traditional Media

### Radio

#### Current Procedures

- Continuous advertising for Job Central on stations around the region
- Event-based advertising for events such as Breakfast and Learn and the Virtual Job Fair
  - Aired on radio stations throughout the region leading up to said events

#### Recommendations for the Future

- General SMWDB radio advertising
  - Advertise resources for job seekers, employers, etc.
  - Add information about the website and social media profiles to the advertisements → way for listeners to learn more, access resources, connect with SMWDB, etc.

### Television

#### Current Procedures

- Bell videos
  - 6 segments highlighting different resources that can be found in the region and success stories of people who have used the resources
  - End of each video contains information on where viewers can access these resources
- Rogers television opportunities
  - Production and broadcast of the “Breakfast and Learn” program on Rogers tv
  - Production and broadcast on Rogers tv of three half-hour long programs specific to SMWDB
  - Regular monthly segment on Barrie Rogers tv program Daytime → total of 9 appearances
  - Three appearances on Georgian Bay Life in Collingwood on Rogers tv
  - Half hour dedicated to SMWDB on ViewPoint With Ron Ptasiuk on Rogers tv
  - Hour dedicated to SMWDB on the Penny Skelton Show on Rogers tv
  - Full half hour dedicated to SMWDB on Community Contact with Cher on Rogers tv

#### Recommendations for the Future

- For all television advertising opportunities, the social media profiles and website of SMWDB should be advertised as a way for viewers to connect with SMWDB and learn more about the resources available to them

### Other Advertising

#### Current Procedures

- Facebook Ads
  - Advertising the JobCentral website on a continual basis

## Recommendations for the Future

### Facebook Advertisements

- Expand to include advertising for SMWDB itself
- Flexible, targeted advertising

### Google AdWords

- Benefits
  - Attract new visitors to SMWDB website through the web
  - Measurable: Google AdWords shows how many people notice your ads and what percentage click to visit your website, or call you.
  - Insights: Can see how ads are doing at any time by logging into Google AdWords account. Sent a monthly summary listing all the key stats and numbers that matter.
  - Can tweak your ads, try new search terms, pause campaign and re-start whenever, for free – and all within Google AdWords.
  - Can limit advertising to the specific local geographic region
- Cost:
  - Signing up is free
  - Only pay when someone clicks on the website
  - Can start with any budget – it is flexible and can be changed at any time
  - No contract – Can adjust, pause or end your campaign at any time without extra charge.

### LinkedIn Advertisements (choose one or all of the following)

- Text Ads
  - Choose the professional audience you want to reach
  - Easily create your own ads
  - Set your own budget – without contracts or long-term commitments
  - Pay for only the ads that work – per click or per impression
- Sponsored Content
  - Get your company's updates to more people and attract new followers
  - Reach just the right audience with our comprehensive targeting options
  - Get your message out on every device: desktop, tablet, and mobile
  - Set your own budget and choose from cost per click or cost per impression options
  - Use Direct Sponsored Content to easily test your messaging
- Dynamic Content
  - Drive response with ads that are unique to your audience's activity.
    - Dynamic Ads allow you to precisely target decision-makers and influencers with highly relevant and customizable creative.
  - Personalize your message and creative.
    - Craft your ad copy, choose your call to action (CTA) and leverage dynamically generated images from LinkedIn member profiles.
  - Target the audiences that matter. Select the audiences you want to reach based on a wide range of professional targeting criteria including company, skills, interests, and more.



- Measure your performance. Analyze campaign-reporting metrics provided by your LinkedIn account team and fine-tune your ads.
- Grow your company follower count. Build relationships and grow your company's LinkedIn follower count using unique ad formats and "Follow Company" CTAs.
- Cost → bidding structure to allow flexibility when setting a budget

#### Twitter Advertisements

- Increase website traffic
  - A Website Card is a powerful ad format that allows users to preview an image, related context, and a clear call to action in their timeline.
  - Include conversion tracking in your campaign to measure actions that happen off Twitter, such as a sign-up or purchase.
- Increase followers
  - Promotes your Twitter account to desktop and mobile users in places like the Who to follow panel and their Home timeline.
  - When you create Tweets to use in a Followers campaign, make sure you include a compelling reason for people to follow you. This could be:
    - An exclusive discount
    - Updates on upcoming products
    - Access to research findings
- Increase engagement
  - Promotes your Tweets to a large, targeted group of people. It enables you to place your best content in front of the audience that matters to you, at the time it will have most effect.
  - Tweets in these campaigns are clearly labeled as Promoted but are like regular Tweets in every other way. People can Retweet them, reply to them, like them and more.
  - Promoted Tweets appear in timelines, on profile pages, and on Tweet detail pages
- Cost → bidding structure to allow flexibility when setting a budget

#### Newsletters

- Run advertising in newsletters for local associations, cities, chambers of commerce, libraries, and other organizations that would reach our target audience

## Section V: Areas for Future Growth

### Expanding Use of Current Networks

A possible area of expansion could be within the social networks outlined above. Possibilities could be posting more often or varying the types of content (such as videos, etc.).

### New Social Media Networks/Platforms

Once SMWDB has successfully implemented and managed the current strategy, expansion onto other social media platforms is possible. An analysis would need to be completed at the time to determine whether any platform is suitable for expansion. Considerations would be popularity of the platform with

target audience, feasibility for SMWDB resources, type of content supported by the platform, etc. Some possible sites for expansion could be: Instagram (a photo sharing network), Google+ (a content sharing platform, much like Facebook – integrates with YouTube), and YouTube. Again, analysis would need to be done on these sites to ensure their viability at the time of expansion.

## **Section VI: Recommendations for the Ministry of Advanced Education and Skills Development**

The above social media strategy is intended to be used as a guide for both SMWDB and the Ministry of Advanced Education and Skills Development (MAESD). It is suggested that the MAESD will use this guide as an additional method to track and evaluate SMWDB’s information dissemination and interactions with all relevant organizations and members of the Simcoe/Muskoka region. Evaluation of SMWDB can be in the form of analytics reports delivered to MAESD by SMWDB. These reports would outline the engagement of followers on each social media platform and/or post. Important measurements to gauge engagement are shares and retweets of posts, comments and conversations (between SMWDB and followers) on posts, likes on posts, and follower growth on all platforms.

An additional suggestion is that SMWDB’s “sister organizations”, such as employment service providers and literacy organizations, also be evaluated by the MAESD through their social media contributions. These organizations can be evaluated on the same criteria as outlined above, such as likes, retweets or shares, etc. An evaluation criterion could be the organization’s interaction with the information SMWDB posts on their social media platforms. Key metrics would be number of retweets or shares of SMWDB posts, number of likes on posts, and comments or conversations had with SMWDB or other followers of SMWDB posts.

## Appendix A: Platforms and Passwords

Platform	Username	Password
Website	susan@smwdb.com	smwdb
Facebook	TBD (once developed)	TBD
Twitter	SMWDB	Diversity1
LinkedIn	data@smwdb.com	Diversity
Google Analytics	TBD (once developed)	TBD
Buffer	TBD (once developed)	TBD
Bitly	TBD (once developed)	TBD
Ritetag	TBD (once developed)	TBD
Canva	TBD (once developed)	TBD
Skype for Business (everyone can connect as long as they have phone and internet – do not need Skype for Business)	Individual employee's Office365 log-in information	
Gotomeeting	judith@smwdb.com	Diversity1
Job Central	Judith Johnston	Diversity1
Survey Monkey	judith@smwdb.com	diversity
Doodle Polls	judith@smwdb.com	diversity

## Appendix B: Social Media Checklist

The following is a checklist of social media profiles and other advertising platforms to be consulted when an event occurs or a key piece of information/data is released. The list is to be consulted by all employees to ensure that all media channels are covered in a timely manner. The checklist will be housed where all employees have access and it can be edited in real time to ensure it remains accurate and up to date.

Event (examples)	Twitter	Facebook	LinkedIn	SMWDB Website	Mass Email (if applicable)	Press Release (if applicable)	Other platforms as necessary
Breakfast and Learn							
Release of LLMP							
...							

Where to house this checklist: (Options)

- Office365 → can be housed on OneDrive or SharePoint
- Document in the SMWDB shared drive → rather than online, a document can be housed within the shared drive (Z: drive)

## Appendix C: Timeline/Prioritization for Recommendation Implementation

### As Soon As Possible (In Prioritized Order)

1. Create a SMWDB Facebook page with current logos, photos, and information (*Facebook*)
2. Include links to social media in both mass emails, and signatures on personal emails (*Email*)
3. “Like” similar pages to create a Facebook network and use the network to generate content (share posts by network that would be of interest to our following) (*Facebook*)
4. Move from a personal profile to a business profile (*LinkedIn*)
5. Follow similar pages to create a twitter network and use the network to generate content (retweet posts by network that would be of interest to SMWDB following) (*Twitter*)
6. Update banner and photo (*Twitter*)
7. Include banner image to complete professional look of profile (*LinkedIn*)
8. Ensure all information listed on social media profile is current and accurate (website, description, etc.) (*ALL*)
9. Add a picture slideshow on the homepage of the website to display events, achievements, and information, while also adding an interesting visual element to the website (*Website*)
10. Include more pictures and brighter colour scheme to increase engagement and ease of reading for webpage visitors (*Website*)

### Ongoing

- Post approximately once per week to maximize effectiveness (*LinkedIn*)
- Include photos in posts to increase engagement (retweets, likes, and link clicks) (*Twitter*)
- Post minimum of one to two times per day (resources permitting) to stay relevant, as the lifespan of a tweet is very short (gets lost in other posts quickly) (*Twitter*)
- Post/share content minimum once a month to ensure page stays relevant and looks up to date (*Facebook*)
- Include a photo and a link (to landing page on website) in posts to increase engagement (*Facebook*)
- Connect webpage to social media through links for specific pages/content in social media posts (*Website*)

### If Resources and Preferences Allow

- Advertise events through social media and mention an email invitation, request that followers provide their emails if they would like an invitation (event specific → may only work for events with a more general audience) (*Email/ALL Platforms*)
- Begin using SlideShare to create more engaging posts for followers (*LinkedIn*)
- Repost the same information in different formats (different pictures, taglines, etc.) over a few weeks and measure engagement to determine which format resonates with followers (*Twitter*)
- Comment, reply, and engage with followers to create a sense of community (*ALL*)

- Development of a “join our email list”? → would have to specify that they were an employer and/or other considerations (*Website*)

## Appendix D: Policies and Procedures

Adopted from the Policies and Procedures 2014 Manual.

<b>Section</b>	<b>HUMAN RESOURCES</b>	<b>Number</b> B.39
<b>Subject</b>	Communications	<b>Page</b> 1 of 1
<b>Approved</b>	November 2014	
<b>Forms</b>	n/a	

SMWDB will respond promptly, accurately and fully to requests for legally disclosable information to members, employees, news media and general public to ensure the image and brand assets of SMWDB are properly managed and protected.

In all circumstances the reputation and brand assets of SMWDB must be protected and held in the highest professional regard. This standard of excellence protects the value and integrity of SMWDB and its members. To facilitate this end, consistent application of the following communication protocols is required:

### Crisis Management

SMWDB will take a pro-active, pre-emptive approach to public relations crisis using disclosure whenever possible to ensure open communications with the media and accountability to the members. The Emergency Response/Crisis Communication Plan document provides guidance and is available upon request.

### Media Communications

The Executive Director is the primary contact for general media inquiries regardless of their origin (i.e. local, regional, national or international). An appropriate volunteer or staff member may be contacted to support a response. The Board of Directors will be kept informed about developments.

### Communications Vehicles

The newsletter, website, magazine, public speaking opportunities, social media, etc. are some of the communication vehicles from which SMWDB is seen and heard. Corporate messages and position statements, guidelines and templates are provided as a resource to the Board of Directors, Chapters and members.

<b>Section</b>	<b>HUMAN RESOURCES</b>	<b>Number</b> B.41
<b>Subject</b>	Media Relations	<b>Page</b> 1 of 2
<b>Approved</b>	November 2014	
<b>Forms</b>	n/a	

Local media are vital partners in achieving the goals of SMWDB. In order to maximize the advantages of media presentation and minimize the risks of media misrepresentation it is necessary to establish guidelines for how media contacts will be conducted.

It is not the intention of this policy to curb freedom of speech or to enforce strict rules and regulations. Rather, the intention is to establish a framework for achieving an effective working relationship with the media. SMWDB welcomes the opportunity to talk to the media and, through them, to debate issues in the public arena.

In dealing with the media, staff, Board members and other volunteers should be conscious that they may be seen as representatives of the organization and should therefore avoid making comments or participating in photo opportunities that may damage the long-term reputation of SMWDB.

SMWDB works with the media in order to

- advocate for the goals of SMWDB
- promote the work of SMWDB
- inform the public of the details of SMWDB
- assist in fundraising for SMWDB

**Core Policy**

SMWDB operates on the values of

- **Honesty:** SMWDB will never knowingly mislead the public, media or staff on an issue or news story.
- **Transparency:** SMWDB will promote openness and accessibility in our dealings with the media, while complying with the law and maintaining confidentiality when appropriate.
- **Clarity:** All communications with the media will be written in plain English

- **Balance:** Information provided to the media by SMWDB will be objective, balanced, accurate, informative and timely.

SMWDB should seek to establish and maintain a good and open relationship with the media. It is important that SMWDB works with the media to communicate important public information messages about its work and its goals.

### **Responsibilities**

The Board nominates the Executive Director to coordinate SMWDB's relationships with the media. The Executive Director and the Board Chair are all authorized to speak on behalf of SMWDB. Other staff, Board members and volunteers are advised to ensure they are properly briefed and guided by the Executive Director or Board Chair before talking to the media on any issue related to SMWDB.

Where information or public comment is requested or required, the Executive Director shall determine the most appropriate person to respond.

Staff, Board members and other volunteers, and third parties, are encouraged to deliver public presentations that discuss SMWDB's work and its goals, provided that they make it clear where such presentations are or are not authorized by SMWDB.

All staff, Board members and other volunteers must observe SMWDB's Privacy Policy in relation to client records.

### **Processes**

The Executive Director is responsible for:

- Producing and updating a list of key contacts for distribution to local press and radio and TV stations. The Executive Director can also be contacted for preliminary discussions on any story or if a journalist or researcher is unsure who to approach for a comment.
- Coordinating all media conferences for SMWDB. All such conferences shall be videotaped by SMWDB.
- Authorizing all media releases from SMWDB and uploading them on the SMWDB's website.
- Being involved in any approaches to the media to feature SMWDB's work.
- Receiving and coordinating a response to all approaches from all newspapers, radio or TV stations or specialist press.

All staff, Board members and volunteers are responsible for:

- Providing advice (preferably before the issue becomes public knowledge) to the Executive Director on any issues that are likely to be complex or contentious or to be sustained for any length of time. In such a situation the Executive Director will work with

the relevant Board members to produce a communications plan which will ensure that balanced, timely information is provided to keep all parties informed.

- Ensuring that no photos of clients, patients, employees, or students shall be released to the public via advertising, news media, or internet, or by any other means, without the approval of the Executive Director, who shall satisfy themselves that the SMWDB’s Privacy Policy has been observed.

SMWDB reserves the right to withhold certain sensitive information concerning, say, commercial transactions or governmental negotiations. Any such information will be clearly labelled and clearly notified to relevant staff.

<b>Section</b>	<b>HUMAN RESOURCES</b>	<b>Number</b> B.42
<b>Subject</b>	Social Media	<b>Page</b> 1 of 2
<b>Approved</b>	November 2014	
<b>Forms</b>	n/a	

Social media such as Twitter, Facebook, Google+, YouTube and blogging represent a growing form of communication for not-for-profit organizations, allowing them to engage their members and the wider public more easily than ever before.

However, it is also an area in which rules and boundaries are constantly being tested. This policy acts in conjunction with SMWDB’s Media Relations Policy in order to maximize social media reach while protecting SMWDB’s public reputation.

**Purpose**

SMWDB seeks to encourage information and link-sharing amongst its membership, staff and volunteers, and seeks to utilize the expertise of its employees and volunteers in generating appropriate social media content.

At the same time, social media posts should be in keeping with the image that SMWDB wishes to present to the public, and posts made through its social media channels should not damage the organization’s reputation in any way.

Due to the fast-moving nature of social media and the constant development of new social media programs, it is important that this policy and its procedures be reviewed at regular intervals.

**Core Policy**



SMWDB's social media use shall be consistent with the following core values:

- **Integrity:** SMWDB will not knowingly post incorrect, defamatory or misleading information about its own work, the work of other organizations, or individuals. In addition, it will post in accordance with the organization's Copyright and Privacy policies.
- **Professionalism:** SMWDB's social media represents the organization as a whole and should seek to maintain a professional and uniform tone. Staff and volunteers may, from time to time and as appropriate, post on behalf of SMWDB using its online profiles, but the impression should remain one of a singular organization rather than a group of individuals.
- **Information Sharing:** SMWDB encourages the sharing and reposting of online information that is relevant, appropriate to its aims, and of interest to its members.

SMWDB should seek to grow its social media base and use this to engage with existing and potential members, donors and stakeholders. At the same time, a professional balance must be struck which avoids placing the organization's reputation at risk.

### Responsibilities

The Executive Director is responsible for co-ordinating SMWDB's social media management.

The Executive Director will oversee expansion of social media and help to develop the Social Media Strategy in line with the organization's Media Relations Policy.

Staff and volunteers may, from time to time and where appropriate, post on behalf of SMWDB using SMWDB's online social media profiles. This is to be done only with the express knowledge and authorization of the Executive Director.

The Executive Director has ultimate responsibility for:

- Ensuring that all posts are in keeping with SMWDB's core Social Media Policy.
- Ensuring appropriate and timely action is taken to correct or remove inappropriate posts (including defamatory and/or illegal content) and in minimizing the risk of a repeat incident.
- Ensuring that appropriate and timely action is taken in repairing relations with any persons or organizations offended by an inappropriate post.
- Moderating and monitoring public response to social media, such as blog comments and Facebook replies, to ensure that trolling and spamming does not occur, to remove offensive or inappropriate replies, or caution offensive posters, and to reply to any further requests for information generated by the post topic.

It is important to maintain the balance between encouraging discussion and information sharing, and maintaining a professional and appropriate online presence.