

## Performance Management Support

Literacy Link South Central is committed to providing performance management assistance to LBS service providers. Through this newsletter, LLSC will share tools and resources gathered from our partners around the province that can be used to impact your organization's performance management. If there are specific topics you would like to see in upcoming issues, please contact Literacy Link South Central at [literacylink@gmail.com](mailto:literacylink@gmail.com)

## Social Media Marketing Workshop with CLO



On December 4, 2014 Literacy Link South Central hosted a workshop on Social Media Marketing with representatives from Community Literacy of Ontario facilitating. The workshop covered "The Terrific Trio" – Facebook, Twitter and online videos. In total, CLO facilitated 4 of these workshops across Ontario, as part of a 2-year Social Media Marketing project, with funding received from the **Ontario Trillium Foundation**. 4 webinars will also be available in 2015.

21 people in LLSC's region attended the workshop from LBS, Employment Services and the local libraries. People who attended were tweeting from the event using the hashtag #CLOSMM.

## CLO's Social Media Marketing Project Overview

In the first year of the project, CLO performed research on social media use in literacy, employment and business, both online and via interviews and surveys. Social media modules were created and piloted with agencies.

During the second year, revisions were completed and the modules were launched for further testing and support. The final modules will be available for public use in 2015.

Modules that were developed by CLO:

Marketing 101	LinkedIn for Marketing
Blogging 101	Pinterest 101
Blogs for Marketing	Pinterest for Marketing
Facebook 101	Twitter 101
Facebook for Marketing	Twitter for Marketing
Instagram 101	Video 101
Instagram for Marketing	Video for Marketing
LinkedIn 101	Social Media Privacy and Safety

101 modules contain:

- What is it?
- How do I get started?
- Samples
- Resources to learn more

Marketing modules contain:

- How to use the tool for marketing
- Promoting your social media account
- Marketing examples
- Resources to learn more

All modules are available at <http://www.communityliteracyofontario.ca/social-media-marketing/>

## December 4<sup>th</sup> Workshop Overview

Ask strategic questions and make strategic choices. For example, what goals are we trying to accomplish by marketing with social media? Who is our target audience?

Successful social media marketing:

- is strategic
- engages users
- creates a conversation
- includes inspiring pictures/videos
- provides helpful information
- tells a story
- encourages networking

Social media marketing can accomplish:

- event/organizational promotion and interest in your cause
- resource sharing
- networking and engagement of supporters
- fundraising

## **Twitter**

You can use the Twitter 101 module to learn how to set up a Twitter account.

There are 255 million active users on Twitter as of October 2014, which makes Twitter a great way to interact with a lot of people at once.

The Twitter audience includes:

- community members and like-minded individuals
- partners and donors

- funders
- politicians
- organizations like yours and their followers

Note: Use hashtags (#) to search for content or make your content searchable. For example, #ONEdu can be used when discussing education in Ontario.

## **Facebook**

You can use the Facebook 101 module to learn how to set up a Facebook account.

There are 1.3 billion active users on Facebook, and about 30 billion pieces of content are posted/shared each month.

Once you have a personal Facebook account, you can create an organizational Facebook page.

The Facebook audience includes:

- students/learners/clients
- the community at large and potential volunteers
- other organizations
- funders/donors
- partners

Note: Event pages can be created quickly to market a specific event. This is a good way to deliver information about the event to all those you would like to engage and those who are attending.

## **Video Sharing**

You can use the Video 101 module to assist with setting up an account.

Online videos are a good way to market services to those with low literacy skills. They can be inexpensive to create and there are websites that will allow you to post your video for free and embed it within your website/Facebook/Twitter content. Agencies can set up a “Channel” that will house all videos in one place for people to view. Simply set up an account at one of the websites listed below.

Common video technologies:

- YouTube – [www.youtube.com](http://www.youtube.com) (post and share videos)
- Vimeo – <http://vimeo.com> (post and share videos)
- Animoto – <https://animoto.com> (create videos using photos and music)

Once you’ve created and posted a video, be sure to share the link far and wide to ensure a large audience will view and share the video.

**Please note: Make sure you have permission to use the photos/music before adding them to a video.**

## Additional Information

CLO recommends spending about 30-60 minutes per week managing your Social Media account(s).

Looking for a way to design infographics and charts to share via Social Media? Canva is a great (and free) resource. Signing up for an account is quick and easy. Visit <https://www.canva.com> to get started.

Your organization should consider creating policies about the use of Social Media. CLO has developed a policy that can be borrowed and edited to suit your agency's needs. This can be found at: <http://www.communityliteracyofontario.ca/about-us/social-media-policy/>

Questions about this newsletter? Please contact us at 519-681-7307 or [literacylink@gmail.com](mailto:literacylink@gmail.com)

