

Marketing Summary

Reconciliation Canada's (RC) role is to provide leadership and knowledge on the legacy of Indian Residential Schools—but more importantly, on the importance of reconciliation. As such, the organization seeks to strengthen ties between Aboriginal and non-Aboriginal Canadians through forums, dialogue workshops, relationship building and real-world solutions focused on creating resilient and sustainable communities.

Reconciliation Canada is not interested in highlighting our cultural differences but in seeking what unifies us as a nation. *To reconcile* is to restore a close relationship, to settle or resolve, to make compatible or consistent. The purpose of the Week of Reconciliation is to do just that—to illustrate that **together, we are stronger**. This is the sentiment behind Reconciliation Canada. And it is imperative that this be conveyed in its social media messaging.

What underpins Reconciliation Canada is the fundamental belief that every person, group and community has a gift that when pulled together allows for a differently-thought future that honours Canada's families, individuals and communities.

Some of the RC's key messages include promoting healthy communities and society, economic benefits and health and human resource sustainability, and shared interest in values and respect based dialogue and action.

Social Media Objectives

	Objective Summaries
Objective 1	To build community networks which will help spread awareness for the Week of Reconciliation events in September 2013
Objective 2	To engage community members to register for the Walk of Reconciliation, partake in the week-long events, and volunteer at the Walk and other events
Objective 3	To promote greater cultural understanding and reconciliation between Aboriginal and non-Aboriginal communities, and all Canadians more generally



SOCIAL MEDIA MARKETING PLAN

	Objective Summaries
Objective 4	To promote RC as a leader in Aboriginal culture set on promoting peace and harmony across cultures
Objective 5	To educate the Canadian public on the legacy of Indian Residential Schools and how the RC wishes to acknowledge the past but move forward in a collective, positive and unified way

Target Audiences

	Audience Description	Objectives
Audience 1	All Canadians (generally): of all ages, cultures, genders, races, religions and backgrounds	To encourage all Canadians to join the Week. <i>Reconciliation</i> affects all Canadians, so our message must be inclusive of the multicultural fabric of Canada
Audience 2	Aboriginal communities across BC, Alberta, Canada and the world	To encourage all Aboriginal communities to participate in the Week of Reconciliation
Audience 3	Other cultures affected by Canadian colonialism, ie. Japanese, Chinese and other ethnic communities	To showcase that the purpose of the Week of Reconciliation is for all Canadians, and extends beyond Aboriginal communities
Audience 4	Business communities and organizations in Vancouver	To have companies in Vancouver create walk teams
Audience 5	Uninformed Canadians	To educate the uninformed on the legacy of Indian Residential Schools and the initiatives set forth by Reconciliation Canada
Audience 6	Young Canadians and university students	To illicit support from younger generations who are culturally-aware and focused on social justice issues
Audience 7	Individuals and groups focused on social justice issues	To reach out to individuals and groups who are focused on social change and social justice issues similar to RC
Audience 8	Media (TV, radio, print) and online websites and bloggers	To encourage press outlets to feature RC and bring attention to its goals and events

SOCIAL MEDIA MARKETING PLAN

Social Media/Online Team

The Social Media Team should decide among its members what responsibilities should be handled when and by whom. Below is a proposed outline:

Staff Member	Department	Responsibilities
Social Media Team Member 1	Social media & online engagement	<p>Schedule and post messages</p> <p>Engage with fans/followers and respond to questions/comments</p> <p>Collect content from RC programs to promote through social media (images, videos, quotes, news, updates etc.)</p> <p>Update website and blog with relevant content</p> <p>Monitor and report on online/ social media traffic</p>
Social Media Team Member 2	Social media & online engagement	<p>Engage with fans/followers and respond to questions/comments (retweet on Twitter)</p> <p>Identify individuals, groups, organizations to follow, mention and/or target</p> <p>Collect content from community members, partners, sponsors, Aboriginal organizations etc. to post on social media</p> <p>Provide content from local and national news stories that is relevant to the campaign</p>



Message Synchronization and Integration

Venues to deliver messages to Target Audiences:

- Reconciliation Canada website
- Articles on Reconciliation Canada blog
- E-mail marketing campaign
- Print material & advertisement (including newspapers, magazines, blogs)
- Press interviews (including radio, TV, print & web)
- Events leading up to the Week of Reconciliation

Monitoring and Listening

Listening to Your Audience

It is imperative that the Social Media Team respond to queries, comments and posts within a timely manner—no later than 48 hours (with the exception of weekends). This ensures community members and online engagers feel they are heard.

Message Tone & Responding to Comments

The Social Media Team will respond to all comments and queries, even when they are negative. Our goal is to create an inclusive online community, which shares RC's values and perspective. That said, all messages posted must be positive in tone, informative, friendly, politically-neutral and supportive of other organizations. Messages should give a feeling of hope, healing and reconciliation.

Monitoring Social Media Channels

It is the responsibility of the Social Media Team to determine how often social media channels ought to be monitored. While a framework has been suggested (see below), the enforced schedule will depend on resources (manpower), hours allocated, approved objectives and so forth.

Have questions?

Unsure of your messaging? Best to reach out to the Marketing lead for tone, message details and how to respond to a particular comment.



Social Marketing Strategy

Types of messages

- News: Internal, features on events, press on Week of Reconciliation
- Promotional: Event-focused, Reconciliation Canada updates
- Sponsor-driven: Posting sponsor/partner messaging
- Community-building: Community engagement updates

These types of messages will showcase Reconciliation Canada as a leader in Aboriginal issues, reconciliation dialogue and as an advocate for a more harmonized and inclusive Canada. It will also help promote the events organized by RC and showcase the players involved.

Example of messages to post and/or retweet (note: not an exhaustive list):

- RC updates
- RC volunteer needs
- RC event needs
- Messages on reconciliation generally including quotes, interviews etc.
- Images and/or video from events, workshops and press interviews
- Reconciliation messages created by other organizations, from other countries, faiths, charities, Aboriginal organizations etc.
- Aboriginal news and issues pertaining to youth, access, reconciliation etc.
- Messaging from Tides Canada, Indian Residential School Survivors Society and other partners and/or sponsors
- Other cultural/community events and groups promoting multiculturalism and reconciliation

Messages that should NOT be posted (note: not an exhaustive list):

- Anything that is overly political such as Idle No More
- Overly biased messages that would jeopardize the role and/or position of Reconciliation Canada as a politically-neutral player and as a leader in reconciliation dialogue and participation

Venues and Monitoring Tools

Reconciliation Canada requires a concise social media plan that consists of the best channels to communicate with its target audience. Streamlining the process will ensure that those responsible for posting and updating to these sites are not inundated with the process (the number of social media platforms to manage) but rather, focus on engaging community and business members (and other relevant target audiences) on the Week of Reconciliation.

That said, this plan suggests the following platforms be used: Facebook, Twitter, Instagram and Youtube. Facebook allows organizations/causes to measure their reach through likes, shares and comments; it is also a well-followed site. Twitter and its instantaneous feed allow for real-time interactions, audience feedback and engagement from a global audience. Users can also update more frequently on Twitter than Facebook, allowing more posts on the day of an event, or leading up to the Week. Instagram and Youtube are great platforms for images and videos, however, should only be used if you will have images or videos to upload. Otherwise, Facebook and Twitter will suffice as means of communication. That said Google+ has been included as an optional tool. A more complex social media plan does not guarantee greater awareness or engagement. It is best to use tools which fall in line with the type of messaging Reconciliation Canada has to offer (event and initiative updates, images of past events or volunteer coordination, videos of workshops leading up to the Week and so forth) than manage too many sites that provide the same benefit but with more time commitment.

It is imperative that RC sign up for Hootsuite, a platform which allows users to post to several social media channels at once, as well as schedule posts after hours or in future time. Still, it is important the same messages are not always posted on Facebook and Twitter. The goal is to have traffic come to Facebook from Twitter, and at times, post different messages on both platforms to build separate but equally important audiences. Facebook will allow for longer posts, longer comments and likes. This should be taken into consideration when posting a message and on which platform.

As for prime posting times, see below:

- Facebook and Twitter: Early morning, lunch, right before workday ends and in the evening
- Instagram and Youtube: No time specificities
- Email campaign: Tuesday-Thursday between 9-11AM



SOCIAL MEDIA MARKETING PLAN

	Update/Monitor Frequency	Monitoring Tool(s)	Content to Post
Facebook	Post at least 3 times per week; Monitor daily; Respond to questions/posts within 48 hours (except for weekends)	Web, Hootsuite	Event and initiative updates; images; videos etc. Use "@" to post messages on partner and other relevant Facebook pages
Twitter	Post 1-5 times per day, at minimum 3 times per week; Monitor daily; Respond to questions/posts within 48 hours (except for weekends)	Web, Hootsuite	Event and initiative updates; images, videos etc. Use "@" to direct message, to refer to partners or sponsors Use hashtag #ReconCanada (or decide upon one)
Instagram	Post when images are available	Web, mobile app	Images relevant to RC
Youtube	Post when video is available	Web	Videos from workshops or relevant to RC
Google+ (Optional)	Post at least 3 times per week; Monitor daily; Respond to questions/posts within 24 hours	Web	Same as Facebook

Measurement Tools

How will you gauge whether audience interaction and page growth is on the rise? While social media analytics can be cumbersome, they do provide insight into whether your messaging is reaching your target group. If this is of interest, here are a few options to use for gathering data on your reach:

- Facebook Insights
- Hootsuite Analytics
- Google Analytics (requires registering)
- Facebook likes, shares and comments
- Twitter followers and interactions
- Instagram followers and likes
- Youtube likes and views

Check that the tone and content of messaging is in line with the RC's values and mission. Incorporate humorous, inspiring and informative bits to keep people engaged and listening. If no one is sharing, liking or commenting, revisit your strategy.

Marketing Plan Timeline & Important Dates

Reconciliation Canada's events will take place the week of September 17, 2013. From May to September (five months), Reconciliation Canada's online presence will grow—in terms of traffic to its website and social media platforms.

Below are important dates to consider when planning Reconciliation Canada's social media messaging, however, this list is not exhaustive. Note: **It is suggested that these dates be put into a shared Google calendar, with reminders set at least two weeks prior so users can plan their messaging in advance.**

MAY

- All month: Online registration for the Walk has opened
- All month: Walk participation drive: Get walkers, walk teams and volunteers to register/sign up
- When available: Post video of Chief Joseph and David Suzuki

JUNE

- All month: Walk participation drive: Get walkers, walk teams and volunteers to register/sign up
- June 10: Vancity workshop (tentative)
- June 20: City of Vancouver Reconciliation summit
- June 21: National Aboriginal Day: Trout Lake celebration (RC booth with Vancity) and Canada Place (RC booth beside Port Metro)

JULY

- All month: Walk participation drive: Get walkers, walk teams and volunteers to register/sign up
- July 19: Success Walk for the Dragon (date to be confirmed)

AUGUST

- All month: Walk participation drive: Get walkers, walk teams and volunteers to register/sign up
- August 1: Vancity Quarterly meeting with RCI presentations (date to be confirmed)

SEPTEMBER

- All month: Walk participation drive: Get walkers, walk teams and volunteers to register/sign up
- September 17: Canoe Gathering event
- September 22: Walk for Reconciliation and Closing Ceremony

Other dates to consider:

- Volunteer orientations
- Reconciliation workshop dates throughout BC
- Other Aboriginal events/conferences held in BC, Alberta and throughout Canada
- National Aboriginal Day events in BC, Alberta and throughout Canada

Other Online Marketing Suggestions

Other than promote upcoming events and volunteer drives, it is imperative that posted content reflect the key values of Reconciliation Canada—and position the organization as a thought leader in Aboriginal culture and affairs and in the dialogue and action of reconciliation. Messaging must be humorous, inspirational and informative, but most importantly, engaging. For this reason it is essential that the Social Media Team construct a definition of *reconciliation* that resonates with the Canadian public. *What is reconciliation? How does it pertain to Aboriginal and non-Aboriginal Canadians?*

Below are a few strategies to engage Canadians as a whole through social media, the RC website and blog:

- Run a photo contest having participants complete the following sentence: *I want to reconcile...* This will allow Canadians to think about what the word means to them, and what they wish to resolve in their own lives. Creating an emotional connection is essential in getting Canadians to care about the cause as a whole. Submitted images or phrases can be posted on social media, creating a campaign around Reconciliation within Canada for Canadians.
- Have volunteers complete this sentence (*I want to reconcile...*) at volunteer orientations. Have them write it out and take a photo with their statement of cause. Post images on social media. Can also film clips and intercut into a piece to present at the Closing Ceremony. Think content for online channels!
- Run a film contest whereby participants submit a 30 second clip on *reconciliation* and how it relates to strengthening Aboriginal and non-Aboriginal ties. Submitted videos can be put on the RC's Youtube channel and other social media platforms. Videos can also be played at the Closing Ceremony.
- Run a poetry contest, asking people to write on *reconciliation* within their own lives. Reach out to Aboriginal and non-Aboriginal communities. Share Canadians stories on social media.

The important thing is to connect Canadians with the cause of *reconciliation* in today's context. RC is not set on dwelling on the past but creating a cohesive and strong future for all of Canada.

Summary

Regardless of which social media platforms is used, whether online strategies are put into play or how often messages are posted—the goal is to build stronger ties between Aboriginal and non-Aboriginal communities. To do this social media messaging must be varied in voice and tone—in order to reach the outlined objectives and target audiences. It must stay in line with the RC's goals: To show leadership in reconciliation and relationship building, to create a stronger unified front and to engage all Canadians through dialogue and action. Messages must be humorous, informative and inspirational—while remaining uplifting, positive and in line with Reconciliation Canada's goals and partnership values. Messages must also draw Canadians into a shared dialogue on building bridges rather than showcasing differences and focusing on the past.