



Communication Plan

April 2023 – March 2024

Table of Contents

I.	Strategy Overview	2
II.	Communication Platforms	3
III.	Messaging	4
IV.	Calendar of Communication and Events	5

Strategy Overview

Communication Objective:

Building Connections - Improve awareness and visibility

1. Gain more online interaction (comments, questions, shares)
2. Become more engaged in community events (support or participate) to increase interaction with general public now that in-person events have restarted
3. Create more content for the media (sending in photos & press releases to local media outlets)
4. Improve intake for Employment & Literacy programs
5. Improve Brand awareness of both Home Support and Employment & Literacy Services and identity in the community

Target Audiences

1. Tri-counties (Tillsonburg & surrounding area) residents. To increase awareness of our services to all ages
 2. MSC Employment & Literacy programs – Intake for our Employment Ontario programs for all ages in the surrounding communities.

Positioning Statement

Building a community of inclusiveness, innovation, and independence together.

Communication Platforms

Communication Channels, Target Audience & Message Frequency

1. Facebook

- Consistent and regular posting schedule that aligns with the objectives of our focus areas: Employment & Literacy programming, Home Support services, Volunteers (recruitment & recognition), HR recruitment and Fundraising
- Focused on creating brand awareness in the community
- Link to Website to create traffic
- Some promoted posts related to upcoming events
- **Target audience: all Tillsonburg & surrounding areas**

2. Website

- Updated calendar with our programming and events listed
- Blog that will promote our programming, recruitment and community partnership priorities accordingly, appreciate that these fluctuate based on many socio-economic, demographic and other factors
- **Target audience:** Clients (program-specific), families of clients, volunteers, and the community at large

3. Email Marketing

- Periodic email blasts around key events/announcements
- Scheduled email promotion for programs to achieve marketing goals
- Scheduled Newsletters: Program-specific and scheduled as appropriate to meet needs
- **Target audiences:** Clients, former clients, families of clients and volunteers

4. Instagram

- Multiple posts per week
- Employment & Literacy focused. Creating highlights for each program
- **Target audiences:** Tillsonburg & surrounding communities' workforce of all ages and employers.

Messaging

Messaging Topics for Social Media Calendar

Topic 1 (60%) – Program Information

- Upcoming workshops, programs & training
- Promote all services available through MSC for seniors, with an emphasis on services that are not wait listed such as housekeeping and foot care.
- Promote all services/classes available through Stonebridge—eligibility is not restricted.
- Share meaningful statistics of interest to the community

Topic 2 (25%) –Community Impact and Volunteer Appreciation

- Sharing client stories
- Volunteer appreciation
- Sharing partner and community stories, events etc.
- Employment workshop or YJC photos and success stories

Topic 3 (10%) – News and Information

- Celebrating public holidays
- MSC/Stonebridge news or special events
- Volunteer recognition events (National Volunteer Week in April & as appropriate)
- Sharing staff photos

Topic 5 (5%) – Job Postings

- MSC/Stonebridge human resources and volunteer recruitment (including Board of Directors)

Calendar of Communication and Events

Monthly and Bi-Monthly Communication Activities:

- Social Media Posts - Employment Services workshops and Literacy Classes, job fairs, Home Support, Employment and Literacy Services, volunteer and staff recruitment, donor recognition, holiday closure and notices
- Employment Services monthly workshops and blog updates - website
- Monthly Staff Meeting
- Monthly Board Meeting
- Client and Family Council Newsletter
- Home Support Volunteer Newsletter
- Literacy Volunteer Newsletter
- Community Worker Mentor Group
- Employment Services Salvation Army (1x week)
- Employment Services Radio ads
- Participation in monthly Tillsonburg Resource Network meetings
- Tillsonburg District Chamber of Commerce "Business After 5" events
- Employment Services monthly workshops and blog on website
- Employment Services email to community organizations sharing upcoming events

Other Notable Communications and Events Throughout the Year:

- Trail Walk communications including sponsorship requests, participant recruitment, newspaper ads with stories, thank you communications, etc
- Twice yearly Volunteer Appreciation Events
- Participation in Turtlefest
- 45 year celebration of the MSC
- 25 year celebration of The Livingston Centre
- Career Fairs
- Annual Report
- Grant Submissions
- Mall Outreach
- March for Meals Participation
- Annual Donor Campaign