

# 2023-24 Communication Plan

## Strategy Overview

### Communication Objective: Building Connections-Improve awareness and visibility.

1. Gain more online interaction (comments, questions, shares)
2. Become more engaged in **virtual** community events (support or participate) to increase interaction with general public now that in-person events are limited 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)

	<b>Activity</b>	<b>Responsibility</b>
<b>April</b>	<p>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</p> <p>Employment Services monthly workshops and blog updates - website</p> <p>Monthly Staff Meeting</p> <p>Monthly Board Meeting</p> <p>National Volunteer Week - social media posts</p> <p>National Volunteer Week - newspaper thank you ad</p> <p>National Volunteer Week - email/ mail thank you to volunteers</p> <p>Trail Walk - website registration page</p> <p>Trail Walk - participant recruitment emails</p> <p>Trail Walk - sponsorship requests</p> <p>Client and Family Council Newsletter Mailout</p> <p>Employment Services email to community organizations sharing upcoming events</p> <p>Bi-Monthly Community Worker Mentor Group</p> <p>Participation in monthly TRN meetings (Tillsonburg Resource Network)</p> <p>Tillsonburg District Chamber of Commerce "Business After 5" events</p> <p>Elgin/Oxford/Middlesex Literacy Service Planning meetings run by LLSC (Literacy Link South Central)</p> <p>Literacy Volunteer Meetings - program updates and discussion to support tutor experience</p> <p>Employment Services Radio Ads</p> <p>Employment Services Salvation Army 1 x week</p> <p>Mall Outreach</p> <p>Career Fair in partnership with Town of Tillsonburg-location Tillsonburg Community Centre</p>	<p>Marketing Coordinator</p> <p>Marketing Coordinator</p> <p>All staff</p> <p>Executive Director and Board</p> <p>Marketing Coordinator</p> <p>Marketing Coordinator</p> <p>Staff with volunteers</p> <p>Marketing Coordinator</p> <p>Fundraising and Community Engagement Coordinator</p> <p>Fundraising and Community Engagement Coordinator</p> <p>Hsome Support and Sr. Admin. Assist.</p> <p>Employment Services</p> <p>Home Support Team</p> <p>Literacy Program Manager</p> <p>Literacy Program Manager</p> <p>Literacy Program Manager and Literacy staff</p> <p>Literacy Program Manager and Literacy staff</p> <p>Employment Services and Marketing Coordinator</p> <p>Employment Services</p> <p>Employment Services</p> <p>Employment Services</p>
<b>May</b>	<p>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</p> <p>Monthly Staff Meeting</p> <p>Monthly Board Meeting</p> <p>Trail Walk - newspaper story</p> <p>Trail Walk - social media posts</p> <p>Trail Walk - participant recruitment emails</p> <p>Trail Walk - sponsorship requests</p> <p>Trail Walk - website registration page</p> <p>Employment Services monthly workshops and blog updates - website</p> <p>Volunteer e-Newsletter</p> <p>Volunteer Appreciation - email invite to all volunteers</p> <p>Employment Services email to community organizations sharing upcoming events</p> <p>Participation in monthly TRN meetings (Tillsonburg Resource Network)</p> <p>Tillsonburg District Chamber of Commerce "Business After 5" events</p> <p>Quarterly professional development seminars or learning opportunities for volunteer tutors</p> <p>Employment Services Radio ads</p> <p>Employment Services Salvation Army 1 x week</p>	<p>Marketing Coordinator</p> <p>All staff</p> <p>Executive Director and Board</p> <p>Fundraising and Community Engagement Coordinator</p> <p>Marketing Coordinator</p> <p>Fundraising and Community Engagement Coordinator</p> <p>Fundraising and Community Engagement Coordinator</p> <p>Marketing Coordinator</p> <p>Marketing Coordinator</p> <p>Home Support and Sr. Admin. Assist.</p> <p>staff with volunteers</p> <p>employment Services</p> <p>Literacy Program Manager</p> <p>Literacy Program Manager</p> <p>Literacy Program Manager</p> <p>Employment Services and Marketing Coordinator</p> <p>Employment Services</p>
<b>June</b>	<p>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</p> <p>Monthly Staff Meeting</p> <p>Annual General Meeting Board Meeting</p> <p>Volunteer Appreciation Event</p> <p>Trail Walk - social media posts</p> <p>Trail Walk - post event newspaper thank you</p> <p>Trail Walk - Participant Recruitment emails</p> <p>Trail Walk - Registration page on website</p> <p>Employment Services monthly workshops and blog updates - website</p> <p>Client and Family Council Newsletter Mailout</p> <p>Employment Services email to community organizations sharing upcoming events</p> <p>Bi-Monthly Community Worker Mentor Group</p> <p>Annual Report</p> <p>Participation in monthly TRN meetings (Tillsonburg Resource Network)</p> <p>Tillsonburg District Chamber of Commerce "Business After 5" events</p> <p>Turtlefest</p> <p>Elgin/Oxford/Middlesex Literacy Service Planning meetings run by LLSC (Literacy Link South Central)</p> <p>Literacy Volunteer E-newsletters - literacy program updates, learning resources, professional development opportunities, upcoming events, and recognition</p> <p>Employment Services Radio ads</p> <p>Employment Services Salvation Army 1 x week</p>	<p>Marketing Coordinator</p> <p>All staff</p> <p>Executive Director and Board</p> <p>Staff with volunteers</p> <p>Marketing Coordinator</p> <p>Fundraising and Community Engagement Coordinator</p> <p>Fundraising and Community Engagement Coordinator</p> <p>Marketing Coordinator</p> <p>Marketing Coordinator</p> <p>Home Support and Sr. Admin. Assist.</p> <p>Employment Services</p> <p>Home Support</p> <p>Sr. Admin Assist.</p> <p>Literacy Program Manager</p> <p>Literacy Program Manager</p> <p>All staff</p> <p>Literacy Program Manager and Literacy staff</p> <p>Literacy Program Manager and Literacy staff</p> <p>Employment Services and Marketing Coordinator</p> <p>Employment Services</p>
<b>July</b>	<p>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</p> <p>Monthly Staff Meeting</p> <p>Employment Services monthly workshops and blog updates - website</p> <p>Volunteer e-Newsletter</p> <p>Employment Services email to community organizations sharing upcoming events</p> <p>Trail Walk - Thank you letters to donors, participants, sponsors and volunteers</p> <p>Participation in monthly TRN meetings (Tillsonburg Resource Network)</p> <p>Tillsonburg District Chamber of Commerce "Business After 5" events</p> <p>Literacy Volunteer Meetings - program updates and discussion to support tutor experience</p> <p>Employment Services Radio ads</p> <p>Employment Services Salvation Army 1 x week</p>	<p>Marketing Coordinator</p> <p>All staff</p> <p>Marketing Coordinator</p> <p>Home Support and Sr. Admin. Assist.</p> <p>Employment Services</p> <p>Fundraising and Community Engagement Coordinator</p> <p>Literacy Program Manager</p> <p>Literacy Program Manager</p> <p>Literacy Program Manager and Literacy staff</p> <p>Employment Services and Marketing Coordinator</p> <p>Employment Services</p>
<b>August</b>	<p>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</p> <p>Monthly Staff Meeting</p>	<p>Marketing Coordinator</p> <p>All staff</p>

	<p>Employment Services monthly workshops and blog updates - website  Client and Family Council Newsletter Mailout  45th Anniversary event invites to staff, volunteers, stakeholders (tentative)  Employment Services email to community organizations sharing upcoming events  Bi-Monthly Community Worker Mentor Group  Participation in monthly TRN meetings (Tillsonburg Resource Network)  Tillsonburg District Chamber of Commerce "Business After 5" events  Quarterly professional development seminars or learning opportunities for volunteer tutors  Employment Services Radio ads  Employment Services Salvation Army 1 x week  Mall Outreach</p>	<p>Marketing Coordinator  Home Support and Sr. Admin. Assist.  All staff  Employment Services  Home Support Team  Literacy Program Manager  Literacy Program Manager  Literacy Program Manager  Employment Services and Marketing Coordinator  Employment Services  Employment Services</p>
<b>September</b>	<p>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  Monthly Staff Meeting  Monthly Board Meeting  Employment Services monthly workshops and blog updates - website  Volunteer e-Newsletter  45th MSC Anniversary event (tentative)  Employment Services email to community organizations sharing upcoming events  Participation in monthly TRN meetings (Tillsonburg Resource Network)  Tillsonburg District Chamber of Commerce "Business After 5" events  Literacy Volunteer E-newsletters - literacy program updates, learning resources, professional development opportunities, upcoming events, and recognition  Community Grant Submissions  Employment Services Radio ads  Employment Services Salvation Army 1 x week</p>	<p>Marketing Coordinator    All staff  Executive Director and Board  Marketing Coordinator  Home Support and Sr. Admin. Assist.  All staff  Employment Services  Literacy Program Manager  Literacy Program Manager    Literacy Program Manager and Literacy staff  Executive Director and Fundraising and Community Engagement Coordinator  Employment Services and Marketing Coordinator  Employment Services</p>
<b>October</b>	<p>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  Monthly Staff Meeting  Monthly Board Meeting  Employment Services monthly workshops and blog updates - website  Client and Family Council Newsletter Mailout  Fundraising Newsletter  Tillson Pizza Donation - social media posts  Tillson Pizza Donation - newspaper story  Employment Services email to community organizations sharing upcoming events  Radio - Employment Services Job Fair  Bi-Monthly Community Worker Mentor Group  Participation in monthly TRN meetings (Tillsonburg Resource Network)  Tillsonburg District Chamber of Commerce "Business After 5" events  Elgin/Oxford/Middlesex Literacy Service Planning meetings run by LLSC (Literacy Link South Central)  Literacy Volunteer Meetings - program updates and discussion to support tutor experience  Community Grant Submissions  Fall Career Fair  Employment Services Radio ads  Employment Services Salvation Army 1 x week  Mall Outreach</p>	<p>Marketing Coordinator    All staff  Executive Director and Board  Marketing Coordinator  Home Support and Sr. Admin. Assist.  Fundraising and Community Engagement Coordinator  Marketing Coordinator  Fundraising and Community Engagement Coordinator  Employment Services  Employment Services and Marketing Coordinator  Home Support Team  Literacy Program Manager  Literacy Program Manager  Literacy Program Manager and Literacy staff  Literacy Program Manager and Literacy staff  Executive Director and Fundraising and Community Engagement Coordinator  Employment Services  Employment Services and Marketing Coordinator  Employment Services  Employment Services</p>
<b>November</b>	<p>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  Monthly Staff Meeting  Monthly Board Meeting  Annual Donor Campaign - newspaper story  Annual Donor Campaign - Appeal drop in Community  Annual Donor Campaign - social media posts  Annual Donor Campaign - Home Support invoice insert  Annual Donor Campaign - Mail out to retained donors  Employment Services monthly workshops and blog updates - website  Volunteer e-Newsletter  Employment Services email to community organizations sharing upcoming events  Volunteer Email - invite to Christmas appreciation event  Participation in monthly TRN meetings (Tillsonburg Resource Network)  Tillsonburg District Chamber of Commerce "Business After 5" events  Santa Claus Parade  Quarterly professional development seminars or learning opportunities for volunteer tutors  Employment Services Radio ads  Employment Services Salvation Army 1 x week</p>	<p>Marketing Coordinator    All staff  Executive Director and Board  Fundraising and Community Engagement Coordinator  Fundraising and Community Engagement Coordinator  Marketing Coordinator  Fundraising and Community Engagement Coordinator  Fundraising and Community Engagement Coordinator  Marketing Coordinator  Home Support and Sr. Admin. Assist.  Employment Services  Staff with volunteers  Literacy Program Manager  Literacy Program Manager  Fundraising and Community Engagement Coordinator  Literacy Program Manager  Employment Services and Marketing Coordinator  Employment Services</p>
<b>December</b>	<p>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  Monthly Staff Meeting  Monthly Board Meeting  Employment Services monthly workshops and blog updates - website  Client and Family Council Newsletter Mailout  Employment Services email to community organizations sharing upcoming events  Annual Donor Campaign - Mail out to retained donors  Thank you calls to donors  Bi-Monthly Community Worker Mentor Group  Holiday Card Mail out to Clients  Holiday Card email/ mail to volunteers  Volunteer Christmas appreciation event</p>	<p>Marketing Coordinator    All staff  Executive Director and Board  Marketing Coordinator  Home Support and Sr. Admin. Assist.  Employment Services  Fundraising and Community Engagement Coordinator  Fundraising and Community Engagement Coordinator  Home Support Team  Home Support Team  Staff with volunteers  Staff with volunteers</p>

	<p>Participation in monthly TRN meetings (Tillsonburg Resource Network)  Tillsonburg District Chamber of Commerce "Business After 5" events  Elgin/Oxford/Middlesex Literacy Service Planning meetings run by LLSC (Literacy Link South Central)  Literacy Volunteer E-newsletters - literacy program updates, learning resources, professional development opportunities, upcoming events, and recognition  Employment Services Radio ads  Employment Services Salvation Army 1 x week  Mall Outreach</p>	<p>Literacy Program Manager  Literacy Program Manager  Literacy Program Manager and Literacy staff    Literacy Program Manager and Literacy staff  Employment Services and Marketing Coordinator  Employment Services  Employment Services</p>
<b>January</b>	<p>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  Monthly Staff Meeting  Monthly Board Meeting  Donor Retention - thank you calls  Legacy Giving mailout to Funeral Homes and Lawyers  Thank you call to donors  Employment Services monthly workshops and blog updates - website  Employment Services email to community organizations sharing upcoming events  Participation in monthly TRN meetings (Tillsonburg Resource Network)  Tillsonburg District Chamber of Commerce AGM  Literacy Volunteer Meetings - program updates and discussion to support tutor experience  Employment Services Radio ads  Employment Services Salvation Army 1 x week</p>	<p>Marketing Coordinator    All staff  Executive Director and Board  Fundraising and Community Engagement Coordinator  Fundraising and Community Engagement Coordinator  Fundraising and Community Engagement Coordinator  Marketing Coordinator  Employment Services  Literacy Program Manager  Literacy Program Manager  Literacy Program Manager and Literacy staff  Employment Services and Marketing Coordinator  Employment Services</p>
<b>February</b>	<p>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  Monthly Staff Meeting  Monthly Board Meeting  Tillson Pizza Donation - social media posts  Tillson Pizza Donation - newspaper story  Trail Walk - sponsorship requests  Employment Services monthly workshops and blog updates - website  Client and Family Council Newsletter Mailout  Employment Services email to community organizations sharing upcoming events  Bi-Monthly Community Worker Mentor Group  Participation in monthly TRN meetings (Tillsonburg Resource Network)  Tillsonburg District Chamber of Commerce "Business After 5" events  Elgin/Oxford/Middlesex Literacy Service Planning meetings run by LLSC (Literacy Link South Central)  Quarterly professional development seminars or learning opportunities for volunteer tutors  Employment Services Radio ads  Employment Services Salvation Army 1 x week</p>	<p>Marketing Coordinator    All staff  Executive Director and Board  Marketing Coordinator  Fundraising and Community Engagement Coordinator  Fundraising and Community Engagement Coordinator  Marketing Coordinator  Home Support and Sr. Admin. Assist.  Employment Services  Home Support Team  Literacy Program Manager  Literacy Program Manager  Literacy Program Manager and Literacy staff  Literacy Program Manager  Employment Services and Marketing Coordinator  Employment Services</p>
<b>March</b>	<p>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  Monthly Staff Meeting  Monthly Board Meeting  March for Meals - social media posts  March for Meals - post event story for newspaper  Trail Walk - sponsorship requests  Trail Walk - Participant Recruitment emails  Employment Services monthly workshops and blog - website  Volunteer e-Newsletter  Fundraising Newsletter  Employment Services email to community organizations sharing upcoming events  Participation in monthly TRN meetings (Tillsonburg Resource Network)  Tillsonburg District Chamber of Commerce "Business After 5" events  Literacy Volunteer E-newsletters - literacy program updates, learning resources, professional development opportunities, upcoming events, and recognition  Employment Services Radio ads  Employment Services Salvation Army 1 x week  Staff Appreciation Day</p>	<p>Marketing Coordinator    All staff  Executive Director and Board  Marketing Coordinator  Meals on Wheels Coordinator  Fundraising and Community Engagement Coordinator  Fundraising and Community Engagement Coordinator  Marketing Coordinator  Home Support and Sr. Admin. Assist.  Fundraising and Community Engagement Coordinator  Employment Services  Literacy Program Manager  Literacy Program Manager    Literacy Program Manager and Literacy staff  Employment Services and Marketing Coordinator  Employment Services  All staff</p>