



MULTI-SERVICE CENTRE

Communication Plan

April 2024 – March 2025

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)

	Activity	Responsibility	
April	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	Marketing Coordinator	
	Employment Services monthly workshops and blog updates - website	Marketing Coordinator	
	Monthly Staff Meeting	All staff	
	Monthly Board Meeting	Executive Director and Board	
	National Volunteer Week - social media posts	Marketing Coordinator	
	National Volunteer Week - newspaper thank you ad	Marketing Coordinator	
	National Volunteer Week - email/ mail thank you to volunteers	Staff with volunteers	
	Trail Walk - website registration page	Marketing Coordinator	
	Trail Walk - participant recruitment emails	Fundraising and Community Engagement Coordinator	
	Trail Walk - sponsorship requests	Fundraising and Community Engagement Coordinator	
	Client and Family Council Newsletter Mailout	Home Support and Sr. Admin. Assist.	
	SmileCookieCampaign-3rd party fundraiser. Volunteer recruitment & general advertising	Fundraising and Community Engagement Coordinator	
	Employment Services email to community organizations sharing upcoming events	Employment Services	
	Bi-Monthly Community Worker Mentor Group	Home Support Team	
	Participation in monthly TRN meetings (Tillsonburg Resource Network)	Literacy Program Manager	
	Tillsonburg District Chamber of Commerce "Business After 5" events	Literacy Program Manager	
	Elgin/Oxford/Middlesex Literacy Service Planning meetings run by LLSC (Literacy Link South Central)	Literacy Program Manager and Literacy staff	
	Literacy Volunteer Meetings - program updates and discussion to support tutor experience	Literacy Program Manager and Literacy staff	
	Employment Services Radio Ads	Employment Services and Marketing Coordinator	
	Employment Services Salvation Army 1 x week	Employment Services	
Mall Outreach	Employment Services		
Career Fair in partnership with Town of Tillsonburg-location Tillsonburg Community Centre	Employment Services		
May	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	Marketing Coordinator	
	Monthly Staff Meeting	All staff	
	Monthly Board Meeting	Executive Director and Board	
	Trail Walk - newspaper story	Fundraising and Community Engagement Coordinator	
	Trail Walk - social media posts	Marketing Coordinator	
	Trail Walk - participant recruitment emails	Fundraising and Community Engagement Coordinator	
	Trail Walk - sponsorship requests	Fundraising and Community Engagement Coordinator	
	Trail Walk - website registration page	Marketing Coordinator	
	Employment Services monthly workshops and blog updates - website	Marketing Coordinator	
	Volunteer e-Newsletter	Home Support and Sr. Admin. Assist.	
	Volunteer Appreciation - email invite to all volunteers	staff with volunteers	
	Employment Services email to community organizations sharing upcoming events	employment Services	
	Participation in monthly TRN meetings (Tillsonburg Resource Network)	Literacy Program Manager	
	Tillsonburg District Chamber of Commerce "Business After 5" events	Literacy Program Manager	
	Quarterly professional development seminars or learning opportunities for volunteer tutor:	Literacy Program Manager	
	Employment Services Radio ads	Employment Services and Marketing Coordinator	
	Employment Services Salvation Army 1 x week	Employment Services	
June	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	Marketing Coordinator	
	Monthly Staff Meeting	All staff	
	Annual General Meeting Board Meeting	Executive Director and Board	
	Volunteer Appreciation Event	Staff with volunteers	
	Trail Walk - social media posts	Marketing Coordinator	
	Trail Walk - post event newspaper thank you	Fundraising and Community Engagement Coordinator	
	Trail Walk - Participant Recruitment emails	Fundraising and Community Engagement Coordinator	
	Trail Walk - Registration page on website	Marketing Coordinator	
	Employment Services monthly workshops and blog updates - website	Marketing Coordinator	
	Client and Family Council Newsletter Mailout	Home Support and Sr. Admin. Assist.	
	Employment Services email to community organizations sharing upcoming events	Employment Services	
	Bi-Monthly Community Worker Mentor Group	Home Support	
	Annual Report	Sr. Admin Assist.	
	Participation in monthly TRN meetings (Tillsonburg Resource Network)	Literacy Program Manager	
	Tillsonburg District Chamber of Commerce "Business After 5" events	Literacy Program Manager	
	Turtlefest	All staff	
	Elgin/Oxford/Middlesex Literacy Service Planning meetings run by LLSC (Literacy Link South Central)	Literacy Program Manager and Literacy staff	
	Literacy Volunteer E-newsletters - literacy program updates, learning resources, professional development opportunities, upcoming events, and recognition	Literacy Program Manager and Literacy staff	
	Employment Services Radio ads	Employment Services and Marketing Coordinator	
	Employment Services Salvation Army 1 x week	Employment Services	
July	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	Marketing Coordinator	
	Monthly Staff Meeting	All staff	
	Employment Services monthly workshops and blog updates - website	Marketing Coordinator	
	Volunteer e-Newsletter	Home Support and Sr. Admin. Assist.	
	Employment Services email to community organizations sharing upcoming events	Employment Services	
	Trail Walk - Thank you letters to donors, participants, sponsors and volunteers:	Fundraising and Community Engagement Coordinator	
	Participation in monthly TRN meetings (Tillsonburg Resource Network)	Literacy Program Manager	
	Tillsonburg District Chamber of Commerce "Business After 5" events	Literacy Program Manager	
	Literacy Volunteer Meetings - program updates and discussion to support tutor experience	Literacy Program Manager and Literacy staff	
	Employment Services Radio ads	Employment Services and Marketing Coordinator	
	Employment Services Salvation Army 1 x week	Employment Services	
	August	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	Marketing Coordinator

	<p>Monthly Staff Meeting 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 Quarterly professional development seminars or learning opportunities for volunteer tutor: Employment Services Radio ads Employment Services Salvation Army 1 x week Mall Outreach</p>	<p>All staff Marketing Coordinator Home Support and Sr. Admin. Assist. Employment Services Home Support Team Literacy Program Manager Literacy Program Manager Literacy Program Manager Employment Services and Marketing Coordinator Employment Services Employment Services</p>
September	<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 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. 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>
October	<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>
November	<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 and email 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 tutor: Employment Services Radio ads Employment Services Salvation Army 1 x week Staff Engagement Survey Board Self-Assessment Survey</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 All staff Board Members</p>
December	<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</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</p>

	<p>Volunteer Christmas appreciation event</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 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>Mail Outreach</p>	<p>Staff with volunteers</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>
January	<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>Donor Retention - thank you calls</p> <p>Legacy Giving mailout to Funeral Homes and Lawyers</p> <p>Thank you call to donors</p> <p>Employment Services monthly workshops and blog updates - website</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 AGM</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>Executive Director and Board</p> <p>Fundraising and Community Engagement Coordinator</p> <p>Fundraising and Community Engagement Coordinator</p> <p>Fundraising and Community Engagement Coordinator</p> <p>Marketing Coordinator</p> <p>Employment Services</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>
Februray	<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>Tillson Pizza Donation - social media posts</p> <p>Tillson Pizza Donation - newspaper story</p> <p>Trail Walk - sponsorship requests</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>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>Quarterly professional development seminars or learning opportunities for volunteer tutor:</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>Marketing Coordinator</p> <p>Fundraising and Community Engagement Coordinator</p> <p>Fundraising and Community Engagement Coordinator</p> <p>Marketing Coordinator</p> <p>Home 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</p> <p>Employment Services and Marketing Coordinator</p> <p>Employment Services</p>
March	<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>March for Meals - social media posts</p> <p>March for Meals - post event story for newspaper</p> <p>Trail Walk - sponsorship requests</p> <p>Trail Walk - Participant Recruitment emails</p> <p>Employment Services monthly workshops and blog - website</p> <p>Volunteer e-Newsletter</p> <p>Fundraising Newsletter</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>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>Staff Appreciation Day</p>	<p>Marketing Coordinator</p> <p>All staff</p> <p>Executive Director and Board</p> <p>Marketing Coordinator</p> <p>Meals on Wheels Coordinator</p> <p>Fundraising and Community Engagement Coordinator</p> <p>Fundraising and Community Engagement Coordinator</p> <p>Marketing Coordinator</p> <p>Home Support and Sr. Admin. Assist.</p> <p>Fundraising and Community Engagement Coordinator</p> <p>Employment Services</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> <p>All staff</p>