## COMMUNITY LITERACY OF ONTARIO
## MEMBERS' E-COMMUNIQUE
## FEBRUARY 2016

Dear CLO Members,

Community Literacy of Ontario is pleased to present our **February 2016 Members' E-Communiqué**.

Topics covered in this e-communiqué are:

- **NEW RESOURCE!** Tips for Success: Helpful Resources for Supporting Ontario Works Clients in your Literacy Program
- National Volunteer Week Information and Resources
- **RECORDED WEBINAR:** Social Media Risk Management
- Social Media Risk Management **WEBINAR HIGHLIGHTS**
- Partnerships, Resources and Strategies to Engage Ontario Works Clients in Literacy Programming
- Ontario Budget 2016
- Hire a Student this Summer!
- Employment Ontario News and Information

February 2016
E-Communiqué

## TIPS FOR SUCCESS: HELPFUL RESOURCES FOR SUPPORTING ONTARIO WORKS CLIENTS IN YOUR LITERACY PROGRAM

Community Literacy of Ontario collected information about effective resources, strategies, and partnerships to engage Ontario Works and Ontario Disability Support Program clients in Literacy and Basic Skills programming.

Through internet research, discussions with literacy colleagues, hosting two Tweet Chats, holding two webinars, and via social media sharing, we learned about many helpful resources. Based on this research, we created our "*Tips for Success*" guide, which annotates 40 helpful resources for supporting OW and ODSP clients in your literacy program.

You can download "*Tips for Success*" at:
www.communityliteracyofontario.ca/wp/wp-content/uploads/Tips-for-Success-2016.pdf

Tips for
Success!

Helpful Resources for
Supporting Ontario
Works Clients in Your
Literacy Program

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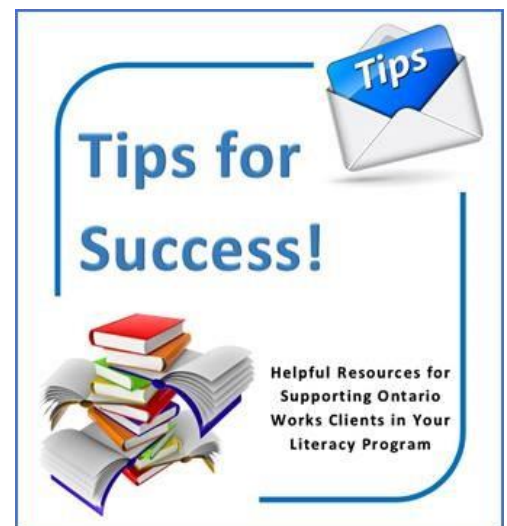
## NATIONAL VOLUNTEER WEEK INFORMATION AND RESOURCES

*Source: Volunteer Canada*

April 10 to April 16, 2016 is National Volunteer Week (NVW), a time to celebrate and thank Canada's 12.7 million volunteers.

Volunteers are the roots of strong communities, and Volunteer Canada is celebrating volunteer contributions by offering NVW recognition items made from biodegradable eco-paper and embedded with wildflower seeds. If you plant the item, the paper will compost away while the seeds sprout roots that shape new paths and keep growing, much like the incredible efforts of volunteers.

The NVW 2016 online gift store features packets of plantable seed confetti, notebooks with plantable covers, plantable postcards, colourful tote bags, posters and thank you cards.

Visit Volunteer Canada's National Volunteer Week website for more information and to access their online gift store at: https://volunteer.ca/nvw2016

## RECORDED WEBINAR: SOCIAL MEDIA RISK MANAGEMENT

Most of us spend a lot of time online these days. We learn online, share resources, and connect with colleagues, family and friends. Much of the time we spend online involves social media – Facebook, Twitter, Pinterest, Instagram and more! But how do we stay safe, protect our privacy and manage our reputations while using social media?

To answer these important questions, Community Literacy of Ontario held two webinars in February 2016 to teach about social media risk management including how to safeguard your privacy, protect your online reputation, and more.

If you weren't able to attend, you can access our recorded webinar via this link: https://vimeo.com/156757925

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As well as sharing the recorded webinar with you, Community Literacy of Ontario is happy to share some of the highlights of our social media risk management webinar.

# PROFILE

One of the most important things to do on social media is to build and develop a consistent image through your personal or organizational profile. A strong social media profile lets your followers know who you are and helps you build your online reputation or brand. The following blogs have some helpful tips for developing your social media profile:

- The 10 Elements of a Successful Social Media Profile

- Top Tips on Building a Successful Social Media Profile

- The 4 Essentials to Building your Brand on Social Media

# PRIVACY SETTINGS

Each social media platform has its own privacy settings, and it's up to you to learn how to manage those settings to maintain a comfortable level of privacy. Each person's comfort level differs, so you will have to make choices. Your privacy settings will likely differ in your personal accounts compared to your organizational accounts. For example, as an individual, you may not want to disclose your location and your telephone number, but as an organization, you will want followers to be able to find you and contact you, so that type of information will be essential to include in your profile.

Take the time to learn and use the privacy settings for each social media platform you use.

- Facebook

- Twitter

- Instagram

- LinkedIn

- Pinterest

# REPUTATION

Your social media profile is your online persona, and what you say as well as who you say it to, and who says what to you can affect your reputation. Consider whether or not there are topics that you are better to avoid. If you are posting as an organization, only allow access to your social media accounts to trusted, authorized staff members, and ensure that you have a policy in place that outlines the type of content you will be posting. (Community Literacy of Ontario has developed a social media policy that you can use as a template to create your own.)

The following blog entry has some useful tips about protecting your reputation on social media.

- How to Maintain Your Reputation During a Social Media Crisis

On social media, followers may judge you not only on what you say but on who you follow and who follows you. Whether it is true or not, you could be assumed to take the same views as your followers. Take the time every now and again to review your friends and followers lists. Unfortunately, spammers and others (porn sites, gaming sites) may follow you. Learn how to block, remove and report this type of account so that it doesn't inadvertently become associated with yours. Don't be shy about reporting spam, harassing, violent or other objectional posts.

- How to block someone (Facebook)

- Unfollowing people on Twitter

- Blocking people (Instagram)

# PASSWORDS

One of the best ways to stay safe on social media is to have strong passwords. Avoid the obvious ("password", "ABC123", etc.). Using compound words, phrases, and a mix of numbers and letters can help you create stronger passwords.

If you can't think of your own password, try a password generator such as http://passwordsgenerator.net or https://identitysafe.norton.com/password-generator

# LINKING SOCIAL MEDIA AND OTHER WEBSITES

It is becoming increasingly common to be able to log in to websites and online purchasing sites (such as Amazon) using your social media accounts. The most commonly used platforms for logging in are Google and Facebook. Being able to log on to a site with an existing platform means that you don't have to set up a new password or fill in another registration form, which can be appealing. It also means that you don't have to provide your information to yet another database or to a company that you might not be familiar with. If the new website gets hacked, they won't have access to your password because you didn't set one up. If you change your mind, you can revoke access for the new website from your Google or Facebook account.

However, logging in with an existing platform can also mean that you may be inadvertently giving access to your Google or Facebook account and allowing the new website to post to your account or to have access to your friends list and other data. Be sure to review the terms and conditions associated with signing in so that you know what you are authorizing. Also, be sure that you have set up your Google or Facebook account with a strong password and two-step verification to deter potential hackers.

Here are some blog entries looking at both the pros and cons of logging into websites through your social media accounts.

- Signing into Websites with Google, Facebook is good for security
- Is it safe to log into websites with Facebook or Google credentials?
- Understanding OAuth: What happens when you log into a site with Google, Twitter or Facebook

You can also link your various social media accounts to each other. While this can make cross-posting the same message a one-step process, it also means that your message may not be customized for each platform. For example, Twitter makes more use of hashtags than Facebook does, and Twitter posts are limited to 140 characters. Other platforms such as Instagram and Facebook allow for longer messages, so a short, cryptic message may be fine for Twitter but look out of place elsewhere. Be sure to consider whether linking your accounts solely for the purpose of cross-posting is really what you want to do.

Finally, be careful of authorizing third party applications within Twitter, Facebook, Google and your other social media accounts. Always read the terms and conditions before authorizing an application. Be particularly careful about authorizing applications such as games or quizzes or other "fun" themes. Of course, not all applications are problematic – some are very useful. For example, using TweetDeck with Twitter can make managing multiple accounts simpler. If you do install third party applications, you can revoke access at any time.

- Why you should not install "fun" and entertaining Facebook applications
- Connecting or revoking third-party applications (Twitter)
- App privacy settings and your info (Facebook)

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## PARTNERSHIPS, RESOURCES AND STRATEGIES TO ENGAGE ONTARIO WORKS CLIENTS IN LITERACY PROGRAMMING

In 2015-2016, Community Literacy of Ontario has been collecting and sharing information about effective partnerships, resources, and strategies to engage Ontario Works and Ontario Disability Support Programs clients in literacy programming.

## Helpful Resources for Ontario Works Clients

### Can you "Make the Month"?

Visit "*Make the Month*", an interactive digital poverty simulation sponsored by the United Way. The site allows participants to experience a digital version of living in poverty and face decisions that will either make or break the month. This interactive experience shows the realities of surviving day-to-day, paycheque-to-paycheque and the impact that has on your overall well-being. To see if you can "Make the Month", visit http://makethemonth.ca/

### Local Poverty Reduction Fund Project: Community Apprenticeship Skills Support

Literacy Link South Central is pleased to announce that we have received funding for a 3-year poverty reduction project, entitled *Community Apprenticeship Skills Support.*
Through this project, we will assist 60 individuals moving out of poverty, through adult literacy, employment services, and apprenticeship and into a career. For more information about this important project, visit: www.llsc.on.ca/what-we-do/projects

### CLEO (Community Legal Education Ontario)

CLEO (Community Legal Education Ontario) has created an amazing array of user-friendly and free online resources to help people understand and exercise their legal rights. Topics covered include: family law, social assistance, health and disability, working while on social assistance, employment and housing law. Be sure to check out CLEO's resources at: www.cleo.on.ca/en

## ONTARIO BUDGET 2016

On February 25, 2016, the Ontario Government released its 2016 budget.
- You can read the budget highlights and download the entire budget document by clicking this link: https://news.ontario.ca/mof/en/2016/02/ontarios-investments-creating-jobs-for-today-and-tomorrow.html
- The Ontario Nonprofit Network provides an analysis of the budget here: http://theonn.ca/provincial-budget/2016-ontario-budget-analysis/

## HIRE A STUDENT THIS SUMMER! 100% WAGE SUBSIDIES AVAILABLE FROM THE CANADA SUMMER JOBS PROGRAM!

The Federal Government's "*Canada Summer Jobs*" program provides funding to not-for-profit organizations and others to create summer job opportunities for young people aged 15 to 30 years who are full-time students. Learn more at: www.servicecanada.gc.ca/eng/epb/yi/yep/programs/scpp.shtml

### The deadline to apply is March 11, 2016.

## EMPLOYMENT ONTARIO NEWS AND INFORMATION

MTCU's Employment Ontario Partners Gateway (EOPG) website provides a wealth of important information for LBS agencies. Be sure to check this site regularly at: www.tcu.gov.on.ca/eng/eopg/newpostings

**EMPLOYMENT ONTARIO**
Ontario's employment & training network

Recent news on the EOPG includes:
- February 26, 2016: ADM Letter to the EO Network: Call for nominations for the 2016 Employment Ontario (EO) Leadership Awards
- February 16, 2016: EOIS/R 2016-1 Bulletin
- February 9, 2016: Contract Management Processes for Employment Services (ES) and Literacy and Basic Skills (LBS) Program
- February 3, 2016: SP Connect/2016-1 Bulletin
- January 27, 2016: Memo - LEPC Pilot Start-up Progress Report

## ACKNOWLEDGEMENTS

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