

Introduction



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Introduction to CLO's Social Media Marketing Project

INTRODUCTION

[Community Literacy of Ontario](http://www.communityliteracyofontario.ca) was funded by the [Ontario Trillium Foundation](http://www.ontariotrilliumfoundation.ca) for a two-year project to research and develop online social media marketing modules for Ontario's literacy agencies.

These resources and tools are designed to enable Ontario's literacy agencies, and others, to create effective marketing strategies and tools using social media technologies such as Twitter, Pinterest, LinkedIn, Facebook, YouTube, Instagram and more.

In addition, CLO delivered training sessions to support literacy agencies to use these new social media marketing resources. These training sessions were offered both online via a series of webinars and via face-to-face training sessions in various regions of Ontario.

Community Literacy of Ontario's Social Media Marketing Project achieved the following goals:

Year One Project Goals: April 2013 – March 2014

- Conduct research with Ontario's literacy community assess social media marketing needs
- Conduct research into social media marketing platforms and tools
- Facilitate a provincial focus group to determine how to develop relevant, user-friendly social media marketing resources
- Research social media marketing examples from literacy, employment services, nonprofit organizations, business and more
- Develop draft social media marketing training modules
- Pilot the social media marketing modules with eight literacy agencies



Introduction



Year Two Project Goals: April 2014 – March 2015

- Host a second provincial focus group to share the social media marketing modules in order to ensure that they are useful, user-friendly and relevant
- Revise the modules based on feedback from the pilot sites and the focus group
- Work with an advisory group to further test and refine the modules
- Share the social media marketing modules on CLO's website
- Provide face-to-face training sessions to literacy agencies on social media marketing in four different regions of Ontario
- Deliver four webinars on social media marketing

CLO's Social Media Marketing Modules

Community Literacy of Ontario is pleased to share our free, online [social media marketing modules](http://www.communityliteracyofontario.ca/social-media-marketing/).

These modules will provide you with a step-by-step overview of how to use various social media technologies, including Facebook, Twitter, Pinterest, LinkedIn, and more.

The modules will also give you access to practical marketing tools and strategies, along with examples of how other organizations (including literacy, employment services, the nonprofit sector, and business) have successfully used social media technologies for marketing.

To use our social media marketing modules, please click on the modules below, or visit our social media marketing website at: www.communityliteracyofontario.ca/social-media-marketing/.

We hope you will find these modules helpful and that they will support you in the important work that you do!



Introduction



Community Literacy of Ontario's Social Media Marketing Modules

INTRODUCTION

MARKETING 101

BLOGGING 101

BLOGS FOR
MARKETING

FACEBOOK 101

FACEBOOK FOR
MARKETING

INSTAGRAM 101

INSTAGRAM FOR
MARKETING

LINKEDIN 101

LINKEDIN FOR
MARKETING



Community Literacy of Ontario's Social Media Marketing Modules

PINTEREST 101

PINTEREST FOR
MARKETING

TWITTER 101

TWITTER FOR
MARKETING

VIDEO 101

VIDEO FOR
MARKETING

PRIVACY AND
SAFETY

RECORDED
WEBINARS

Introduction



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With Gratitude To:

The Project Advisory Group	<ul style="list-style-type: none"> • Joan Connolly, Literacy Ontario Central South (Peterborough) • Michelle Davis, Ontario Native Literacy Coalition (London) • Debera Flynn, QUILL Learning Network (Walkerton) • Stephanie Hobbs & Shari Menard, Simcoe/Muskoka Literacy Network (Orillia) • Jaime Lafond, MidNorth Network (Sudbury) • Doug Noyes, Literacy Link Eastern Ontario (Kingston)
Our Pilot Sites	<ul style="list-style-type: none"> • Marie Belliveau and Rebecca Toulouse, Niagara Regional Native Centre (St. Catharines) • Lori Bruner, Brant Skills Centre (Brantford) • Amanda Burdick, Literacy Link South Central (London) • Warren Butler, Sioux-Hudson Literacy Council (Sioux Lookout) • Mira Clarke and Jen Rafter, Action Read Community Literacy Centre (Guelph) • Elizabeth DeBergh and Laurie Few, Wellington County Learning Centre (Arthur) • Andrea Dickinson, Tri-County Literacy Network (Chatham) • Barb Duguay and Kim Redford, Valley Adult Learning Association (Fort Frances) • Jennifer Ellis, Gateway Centre for Learning (Midland) • Debera Flynn, QUILL Learning Network (Walkerton) • Ghazal Niknazar, Metro Toronto Movement for Literacy • Cathy Graham, Orillia and District Literacy Council

Introduction



Our Pilot Sites

- Sue Hughes, Literacy Council of South Temiskaming (New Liskeard)
- Shannon Lee-Barrett, Community Learning Alternatives (Belleville)
- Helen MacLeod, Hamilton Literacy Council
- Vandra McCorrie, Literacy Nipissing (North Bay)
- Kristina McDermid, Tri-County Literacy Council (Cornwall)
- Barbara McFater, PTP (Toronto)
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We appreciate the strong support and encouragement of the CLO Board of Directors and our fellow staff members, Jette Cosburn and Joan Beaudry!

If you have feedback about our Social Media Marketing project, please email:

info@communityliteracyofontario.ca

