

Online and Social Media Strategy

CERC Virtual Bridge Workshop

June 23, 2022
Marco Campana

Initial thoughts

- Don't forget everything you already know
- Adapt to newcomers' technology use
- Tailor content to communicate why potential and existing clients should come to you
- Identify and use different information channels to reach different Newcomer segments
- Embrace networks & influencers/connectors
- Mobile, go mobile, be mobile-friendly
- Don't forget Email, the outlier, and in-person/traditional approaches, and how you can combine them with online outreach

Key Questions/Objectives for Today

Designing a strategic approach to communications will keep Newcomers informed, engaged and help you achieve your communication goals.

- Understanding Newcomer information practices
- Why consistent, relevant and timely communication essential in keeping Newcomers engaged
- Determine what and how best to communicate with them
- Identify how technology and social media help you achieve your communications and service goals
- How your communications strategy helps connect Newcomers to employment and more

Developing Your Online Strategy

- Who are you serving? Where?
- What are your goals/outcomes in those spaces?
- What do you know about their digital habits, information seeking practices, communication preferences, access to devices, language they prefer to communicate in?
- What are they looking for in your communication, on your channels? What's popular, relevant, drives action?

Agenda

Context

>> Technology use in our sector's context - you, your clients

Context: analyzing your situation

Audiences: identifying and profiling

Strategy

>> Build on your strategic goals, strengths/assets/experience

Objectives: finding a strategy that is realistic, manageable, and works for you

Delivery/Skills

>> Tactics & staff skills

Tools and channels to get your message out
Key staff functions and competencies

Frameworks

>> Making the case

Decision-making

Policies, practices, orientation, measurement and support

A few ways to get your org there

Context

>> Technology use in our sector's context -
you, your clients

Context: analyzing your situation

Audiences: identifying and profiling

Understanding Newcomers

Your task is to understand Newcomers like you never have before.

How do they want to be served?

Consume information?

Through which channels?

How can you serve Newcomers who don't access your services?

“How do I know the best place for them to see our information?”



Context

- How do you use social media, digital channels, and your website to engage Newcomers?
- What's working? What's not working?

[Share it on today's Jamboard](#)

It's a wide range

- Some clients have absolutely **no digital literacy** (have never used a computer before coming to Canada).
- Some clients have **limited access to devices** (ie:, there is only one family cell phone and the husband takes it to work during the day).
- Some clients **do not have programs** like Adobe on their devices so they cannot open PDFs unless they use the computer at the newcomer centre.
- In some rural areas, there is a **preference for hard copies of documents** and clients will state that they do not want to be sent links or PDFs.
- **WhatsApp is popular** with clients because clients can use it both pre- and post-arrival.
- **Facebook is very popular** with clients post-arrival.
- **Majority have one device** - a cell phone.
- **Most Newcomers use social media, email or text** to contact us as they are often not confident with their English skills. My Newcomers prefer to contact me via messenger and texting. I find my **participants are very tech savvy** and use the most current apps.

It's a wide range

- There are two areas: **devices and literacy**. In terms of devices, newcomers have easier access to cellphones - albeit not the latest version in some cases.
- However, **most of the online programs and communications are geared towards the need of a laptop**.
- How to **leverage engagement** through a format that is **compatible to mobile devices** (but that do not require an app)?

Making the right choices

- Identifying **right channels for outreach** to clients. Are there channels worth exploring that are most effective with less drain on resources? For example - WhatsApp? Chatbots on website? Also, how to **create more content that's relevant** to our audience? Are there tools and technology that can be used to **make client experience more seamless** with the program?
- Not everyone seems aware of the **security and privacy challenges** with big tech.
- We have increased the number of engagements and reach on our Facebook pages by posting 3-4 times a week, and we are getting more of our regular clients to follow our Facebook page and share posts with their peers.
- Very much **overwhelmed** with trying to keep up with technology. Don't have any **dedicated time** and so there is no rhyme or reason to our posts, the entirety of our social media experience is a **pain**.
- I'm curious to know about examples or advice to bring digital literacy in more depth for **frontline workers** to ensure the online/hybrid services are communicated with a understand of the **risks** and **privacy** issues.
- We have not been getting as many new clients who participate in our activities. We find that those who come to hear about the activity through **word of mouth** and they are brought into the activity by a regular participant.

How it's going

- **Engagement is low** across channels.
- Content creation is **time consuming** and focused on promoting programs and activities.
- A big challenge is a **lack of dedicated marketing staff**.
- Some have a **marketing strategy** that relates to their strat plan. Some are so busy that they just **post whatever they can**, whenever they can and hope for good engagement.
- No strategy. It's an "**off the side of the desk thing**."
- Our social media has grown in the last year. Growth is due to **content**. Sometimes our content is just for fun things and we find more engagement with these posts.
- We have to **pay to update** our website each time so it isn't always kept current.
- Current strategy is to **generate as much content** as possible with the limited resources we have to help improve our SEO.
- The strategy is to develop a hybrid service model going forward - in that sense, a **strong digital content and social media engagement** are important factors.

Making the right choices

- We have a small budget for publicity each year, **how do we decide** which channels are the most effective?
- Are there **channels worth exploring** that are most effective with less drain on resources? For example - WhatsApp? Chatbots on website?
- How to **create more content** that's relevant to our audience?
- Marketing is done by other staff with many **competing priorities**.
- Some orgs represent a vast geographic area with many small towns that they **often do not have time to engage** (even though there are newcomers in these communities).
- Some SPOs are **active** in boosting posts and find that successful in engaging newcomers; others have tried it in the past and it did not increase program enrollment, so they **stopped**.
- Most do not have a big enough marketing budget to frequently pay for online advertising, so knowing what types of content to funnel their limited \$ toward would be helpful. Smaller centres feel they cannot "compete" with the bigger city SPOs that have more modern websites and time to create high-quality content like videos. There is a lot of **knowledge and creativity** but the **issue is staffing and time**.

What's working

- Some SPOs reported **low uptake on "general interest"** Zoom info sessions - they will spend a bunch of time organizing a session on Indigenous rights, for example, and then no one attends. However, Zoom **sessions on any services that are IRCC funded are popular.**
- Many SPOs reported that **clients do not want to do programs online** - one even said that in her rural area, clients would rather not receive a service than do it online. Many SPOs reported wanting to create more high-quality videos, but cited lack of time and staffing. Many have the skillset and equipment, they just have no time.
- We try to focus on **showcasing success stories.**
- I want to know about **free options for promotion** on social media, how we can reach more people - but the right people. What is the best bang for our buck and what is most worth our time instead of doing everything half assed (for lack of a better term).
- One of the things I do not like about social media is that you cannot create a group to send out messages from our page. We would have to create a new account as a "person" not a business page. If there was a way to be able to create a group from our established page I would love that. I feel my knowledge is limited and that I could really use more training on ever **emerging trends.** Social media is a full time job to keep your organization's content current and relevant.

CERC summary: Social media uses among Newcomers

- 2018 Canadian Internet Usage Survey
 - Among immigrants living in Canada, 80% use social media,
 - similar to the usage levels of native-born Canadians at 79%

- 2021 Association of Canadian Studies and World Education Services Study
 - 7% of newcomers indicated they found information about settlement services through a social media channel
 - 9% immigration policy information,
 - 9% training,
 - 11% health policy information,
 - 13% general news about Canada, and
 - 17% employment opportunities.

Roadblocks

- It is very difficult to target newcomers online, because
 - they are highly mobile
 - the digital divide is deeper, pre- and post-arrival
 - there are risks associated with an online presence , i.e. cybersecurity threats, identity theft, fraud and misinformation
 - their needs are short lived
- There are limitations to what agencies can do, because of
 - limited financial resources, access to tools
 - limited skills and training, staff to spare

Objectives

“Meet them where they are” - someone

Build social media presence for communication and service delivery in the sector

With a focus on newcomers living in

- Rural communities
- Pre-arrival newcomers
- Newcomers unable to obtain in-person services

Deliver through our strengths: Research and Tools

Definition of social media

We used a very broad definition of what qualifies as a social media platform

“an internet-based application that allows the creation and exchange of User Generated Content” where User Generated Content is media content (i.e. text, audio, videos or images) created by an end-user of the application.

This definition covers the internet used for

- social networking (such as Facebook, QZone, Google+, Vkontakte, Myspace and Orkut),
- professional networking (LinkedIn),
- sharing self-made content (such as Instagram, Snapchat and TikTok),
- blogging or microblogging (such as Twitter, Tumblr, Reddit, Baidu Tieba),
- instant messaging services with group conversation capabilities (such as WhatsApp, Blackberry Messenger, Skype, WeChat, QQ, Viber, LINE and Facebook Messenger), and
- voice/video calling (such as WhatsApp, Skype, Zoom, Google Meet, Facetime and WeChat).

It excludes one-to-one communication through email and telephone.

Why social media?

Social media is one among many ways to learn about life in Canada, connect with people, get information about needed services

Social media has some advantages over traditional media (i.e., telephone, email or in-person interactions):

1. It is closely linked to social networks
2. There is a low cost of access compared to phone networks
3. Informal information networks have personalized information that you sometimes cannot get from formal settlement services
4. Great for small pieces of information rather than invest in the full set settlement services

Some disadvantages:

1. Information passed on social media is untrustworthy
2. It is risky to share online
3. People need to already know what they are looking for because there is no needs assessment and referrals are minimal

Understanding Newcomers' use of social media

Survey of newcomers' social media usage patterns

- **Information captured:** communicating with family/friends pre- and post-arrival, seeking job information, or networking, settlement service usage patterns, demand for online services and mapping their media consumption
- **Integration outcomes:** language skills, labour market, education and training, housing
- **Modules** for differently-abled persons, pre-arrival newcomers and rural community dwellers

Labour market outcomes

Labour market outcomes

- Social media users have higher labour market outcomes
- More likely to be employed, earn more and be in a job that is related to their level of experience or education
- They are also more likely to be in precarious work arrangements (i.e., contract work, part-time, volunteer or work for family without pay)

Social media users

- Younger
- Educated
- English speakers

Client context: trends in technology use

Example: Marketing Employment Information (TRIEC lit review)

1. Where do immigrants get employment information?
2. What demographic characteristics of immigrants determine their level of awareness of employment information or settlement information in general?
3. What are the media habits of immigrants?
4. What media channels have been used to market employment information to immigrants and how effective have they been?
5. How could employment information be better channeled to immigrants?

Major Trends

1. Family and friends have continued to be a major source of employment and settlement information for immigrants
2. Internet, social media, digital messaging, private groups is are key sources (strong and weak ties)
3. In-language media is a priority channel
4. Peer and Informal networks are important
5. Little employment information is being channeled thru traditional media, even less thru ethnic media
6. Traditional advertising is still very effective

Major trends

7. Lack of translated materials
8. Immigrants trust ethno-cultural media
9. Employed immigrants are looking for employment information
10. Women immigrants are under informed, fare worse than men
11. Cultural demographics matter regarding media access
12. Immigrant employment outcomes depend on source of employment information

Technology use among newcomers

DIGITAL ACCULTURATION 2014 YAHOO!

Digital devices



New Canadians: 3.8
Canadians: 4.4



New Canadians: 1.9
Canadians: 1.5



New Canadians: 4.0
Canadians: 2.6

New immigrants spend **54% more time** per day on mobile devices



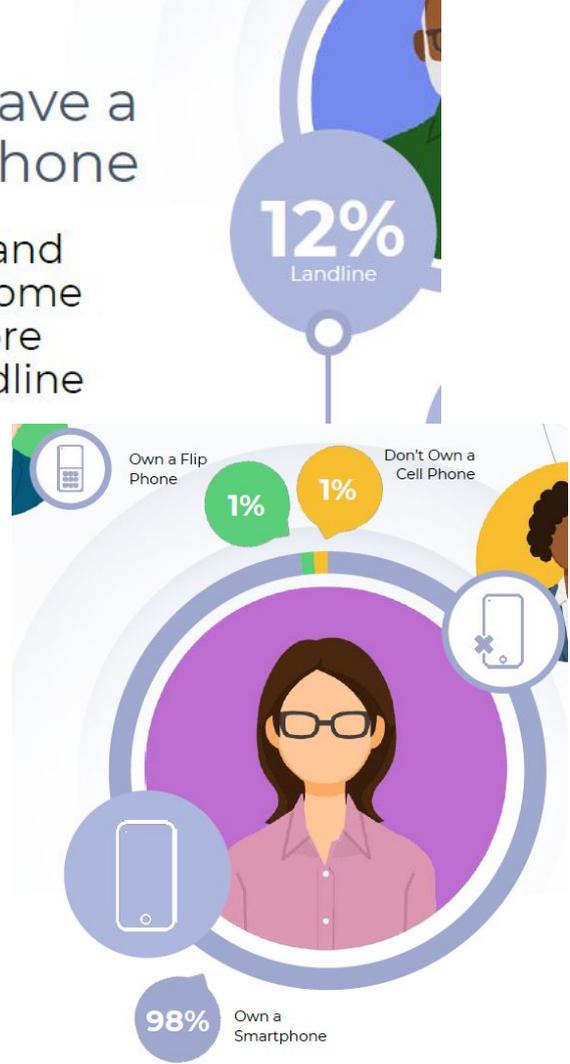
81% feel cell phone plans in Canada are more expensive than in their country of origin



69% use online calling or a video chatting app to stay in touch with friends/family in Canada

Only 1 in 8 newcomers have a landline telephone

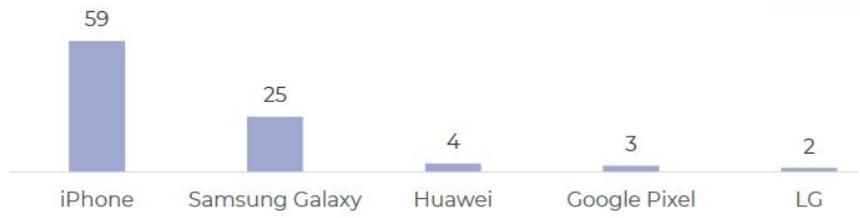
Older newcomers and those in higher income households are more likely to have a landline telephone



The iPhone is by far the most popular brand of cell phone for newcomers

Canadian-born cell phone owners are 20% less likely to own an iPhone

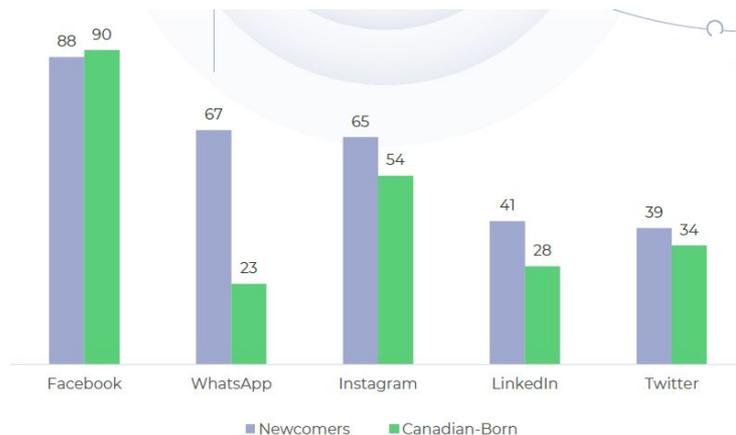
Cell Phone Brand
Cell Phone Owning Newcomers, 18+



As with Canadian-born social networkers, Facebook is the most popular platform

Newcomers are 3 times as likely as Canadian-born respondents to use WhatsApp

Social Networking Site Used in the Past Month
Respondents, 18+

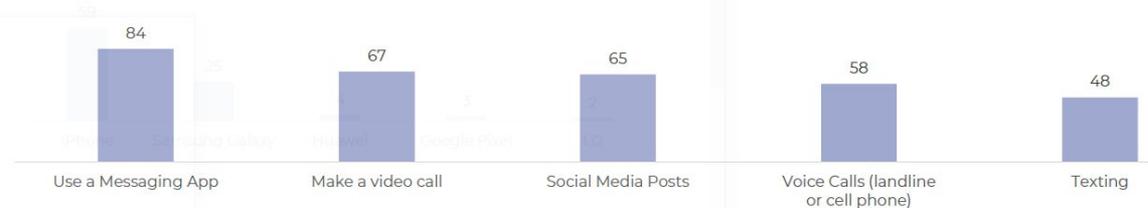


7 in 10 newcomers use social networking sites or apps

Used a Social Networking Site in the Past Month
Newcomers, 18+

While messaging apps are the clear favourite for connecting with family, close to 6 in 10 rely on voice calls

Main Ways of Connecting With Home Country
Newcomers, 18+



Driven by use from Chinese newcomers, WeChat is one of the most commonly used foreign language social networks in Canada

Used WeChat in the Past Month
Social Networkers from China, 18+



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ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES



TOTAL POPULATION



1.40
BILLION

URBANISATION
35.9%

CELLULAR MOBILE CONNECTIONS



1.14
BILLION

vs. POPULATION
81.3%

INTERNET USERS



658.0
MILLION

vs. POPULATION
47.0%

ACTIVE SOCIAL MEDIA USERS



467.0
MILLION

vs. POPULATION
33.4%

SOURCES: UNITED NATIONS, U.S. CENSUS BUREAU, GOVERNMENT BODIES, GSMA INTELLIGENCE, ITC, GWI, EUROSTAT, CHINA, ARI, CIA WORLD FACTBOOK, COMPANY ADVERTISING RESOURCES AND EMPRIKI'S REPORTS, OCM, TECHRASA, KEPIO ANALYSIS. ADVISORY: SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPAREABILITY: SOURCE AND BASE CHANGES.

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DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN EACH KIND OF DEVICE



ANY KIND OF MOBILE PHONE



96.8%

YEAR-ON-YEAR CHANGE
+0.4% (+40 BPS)

SMART PHONE



96.7%

YEAR-ON-YEAR CHANGE
+0.4% (+40 BPS)

FEATURE PHONE



16.7%

YEAR-ON-YEAR CHANGE
+5.7% (+90 BPS)

LAPTOP OR DESKTOP COMPUTER



56.3%

YEAR-ON-YEAR CHANGE
-0.2% (-10 BPS)

TABLET DEVICE



23.6%

YEAR-ON-YEAR CHANGE
+2.2% (+50 BPS)

GAMES CONSOLE



12.4%

YEAR-ON-YEAR CHANGE
-13.9% (-200 BPS)

SMART WATCH OR SMART WRISTBAND



29.6%

YEAR-ON-YEAR CHANGE
+8.8% (+240 BPS)

TV STREAMING DEVICE



16.9%

YEAR-ON-YEAR CHANGE
-5.1% (-90 BPS)

SMART HOME DEVICE



12.3%

YEAR-ON-YEAR CHANGE
-6.8% (-90 BPS)

VIRTUAL REALITY DEVICE



5.4%

YEAR-ON-YEAR CHANGE
-10.0% (-60 BPS)

21

SOURCE: GWI (Q3 2021) FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

NOTE: PERCENTAGE CHANGE VALUES REFLECT RELATIVE CHANGE. "BPS" VALUES SHOW THE CHANGE IN BASIS POINTS AND REFLECT ABSOLUTE CHANGE.

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DEVICES USED TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH KIND OF DEVICE TO ACCESS THE INTERNET



MOBILE PHONE (ANY)



91.3%

YEAR-ON-YEAR CHANGE
-0.4% (-40 BPS)

LAPTOP OR DESKTOP (ANY)



64.5%

YEAR-ON-YEAR CHANGE
-0.8% (-50 BPS)

SMART PHONE



89.4%

YEAR-ON-YEAR CHANGE
-1.7% (-150 BPS)

FEATURE PHONE



8.7%

YEAR-ON-YEAR CHANGE
+64.2% (+340 BPS)

TABLET DEVICE



19.1%

YEAR-ON-YEAR CHANGE
+2.1% (+40 BPS)

PERSONAL LAPTOP OR DESKTOP



57.6%

YEAR-ON-YEAR CHANGE
-0.9% (-50 BPS)

WORK LAPTOP OR DESKTOP



27.2%

YEAR-ON-YEAR CHANGE
[UNCHANGED]

CONNECTED TELEVISION



29.4%

YEAR-ON-YEAR CHANGE
+11.8% (+310 BPS)

SMART HOME DEVICE



15.4%

YEAR-ON-YEAR CHANGE
[NEW DATA POINT]

GAMES CONSOLE



12.1%

YEAR-ON-YEAR CHANGE
+15.2% (+160 BPS)

SOURCE: GWI (Q3 2021) FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. NOTES: "MOBILE PHONE (ANY)" INCLUDES USERS WHO ACCESS VIA A SMARTPHONE OR A FEATURE PHONE. "LAPTOP OR DESKTOP (ANY)" INCLUDES USERS WHO ACCESS VIA THEIR OWN COMPUTER OR A COMPUTER PROVIDED BY THEIR EMPLOYER.

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ONLINE PRIVACY AND SECURITY

PERSPECTIVES AND ACTIVITIES OF ONLINE ADULTS RELATING TO THEIR ONLINE DATA PRIVACY AND SECURITY



EXPRESS CONCERN ABOUT WHAT IS REAL vs. WHAT IS FAKE ON THE INTERNET



56.6%

WORRY ABOUT HOW COMPANIES MIGHT USE THEIR ONLINE DATA



35.4%

DECLINE COOKIES ON WEBSITES AT LEAST SOME OF THE TIME



45.1%

USE A TOOL TO BLOCK ADVERTISEMENTS ON THE INTERNET AT LEAST SOME OF THE TIME



38.6%

USE A VIRTUAL PRIVATE NETWORK (VPN) TO ACCESS THE INTERNET AT LEAST SOME OF THE TIME



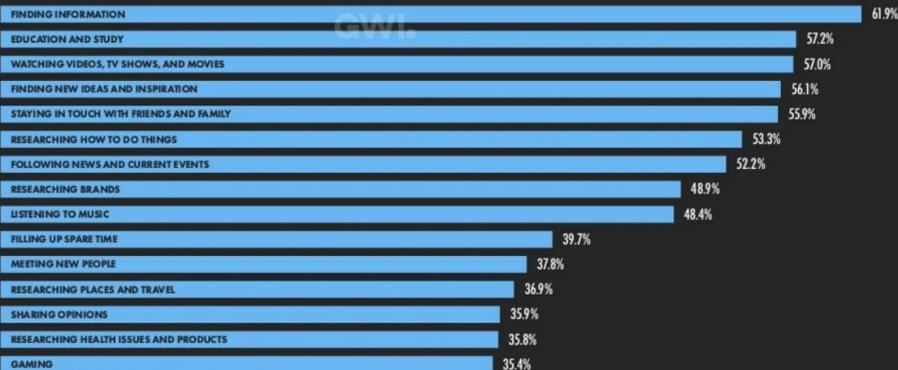
42.0%

SOURCES: DATA FOR "CONCERN ABOUT WHAT IS REAL vs. WHAT IS FAKE ON THE INTERNET" VIA REUTERS INSTITUTE FOR THE STUDY OF JOURNALISM'S "DIGITAL NEWS REPORT 2021". FIGURES REPRESENT THE FINDINGS OF A GLOBAL STUDY OF ONLINE NEWS CONSUMERS AGED 18+ IN 46 COUNTRIES AROUND THE WORLD. SEE DIGITALNEWSREPORT.COM FOR MORE DETAILS. DATA FOR ALL OTHER DATA POINTS VIA GWI (Q3 2021) FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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FEB 2022 MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE THE INTERNET

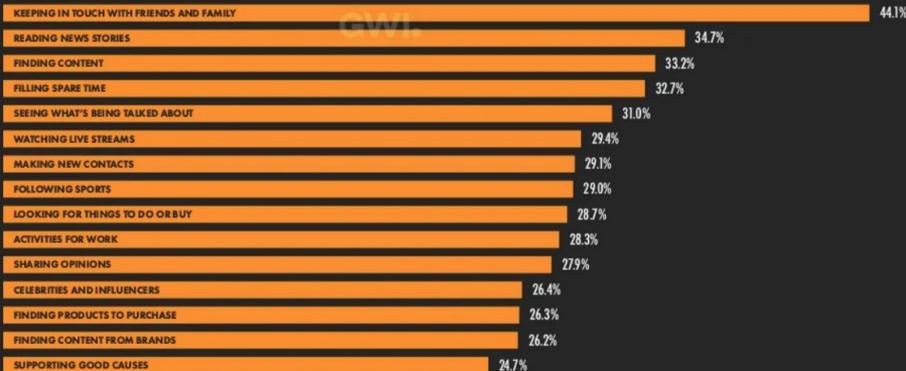


29 SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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FEB 2022 MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS

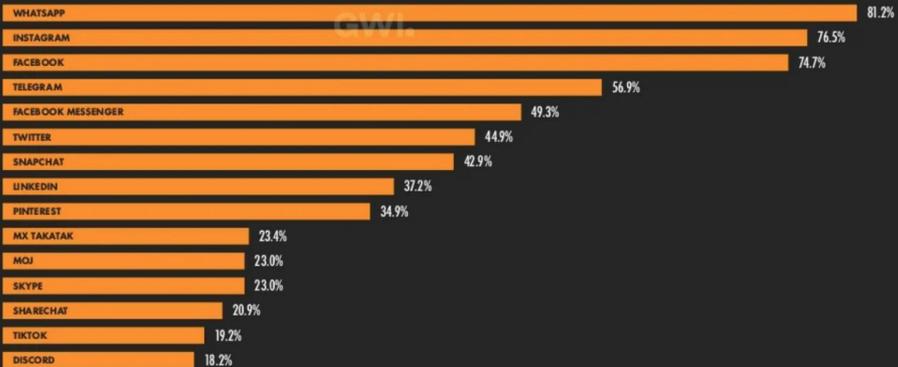


53 SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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FEB 2022 MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH

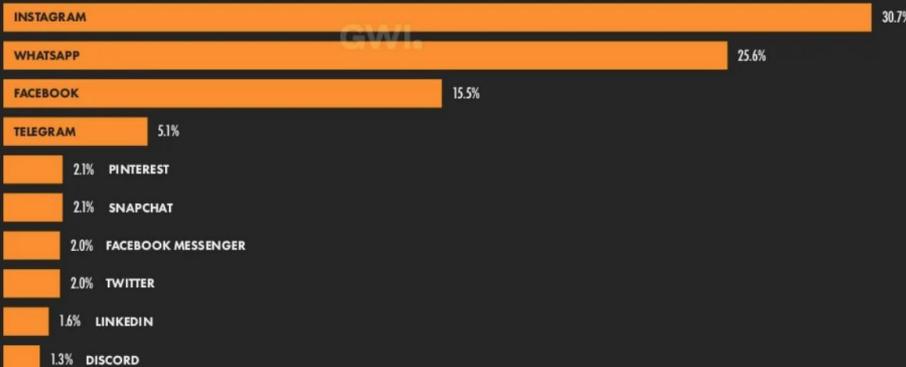


54 SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY. COMPAREABLE VERSION OF THIS CHART FROM OUR PREVIOUS REPORTS WAS BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. GWI'S CURRENT SURVEY FEATURES A REVISED VERSION OF THIS QUESTION THAT DOES NOT INCLUDE YOUTUBE AS AN ANSWER OPTION, WHILE OTHER CHANGES TO THE QUESTION'S WORDING MAY MEAN THAT THE VALUES AND RANK ORDER SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH THOSE SHOWN ON A SIMILAR CHART IN PREVIOUS REPORTS.

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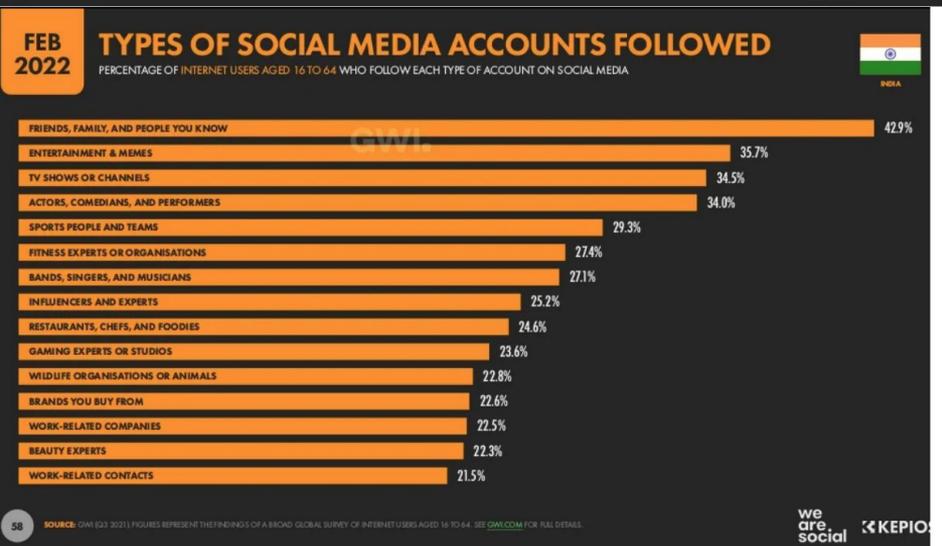
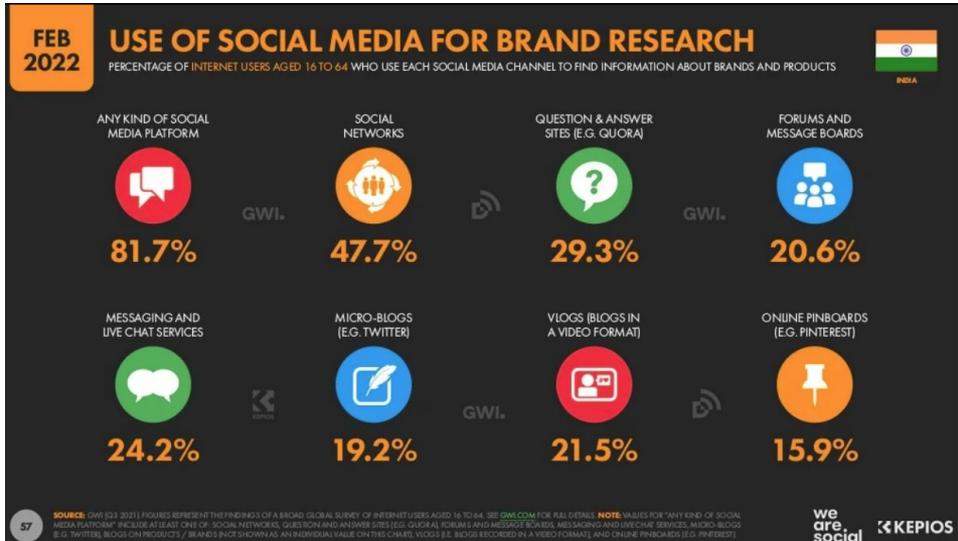
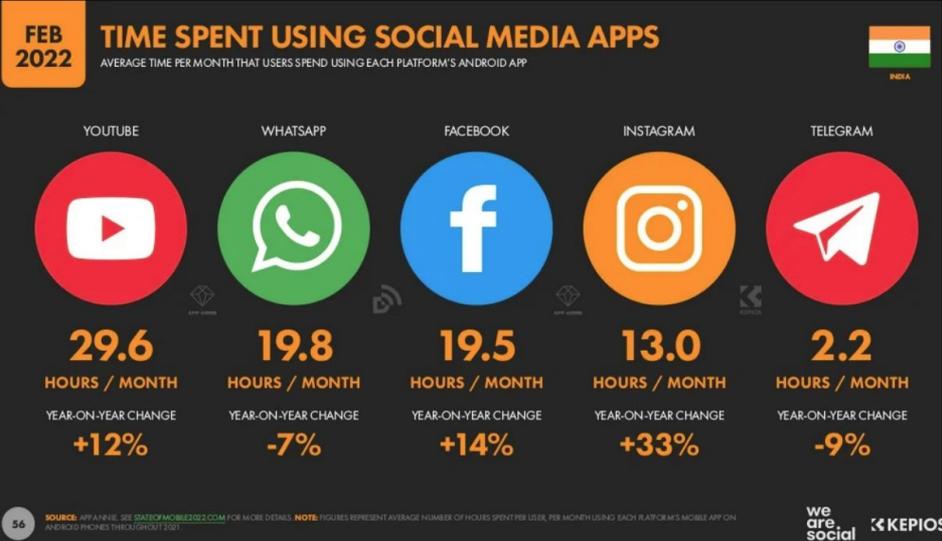
FEB 2022 FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR 'FAVOURITE' SOCIAL MEDIA PLATFORM



55 SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY.

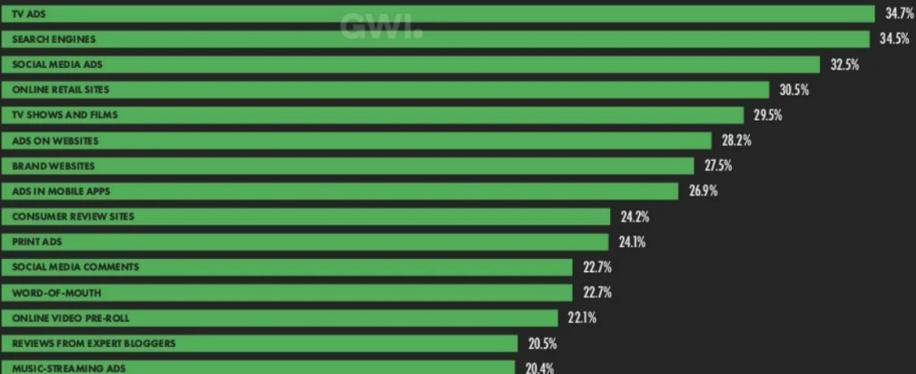
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SOURCES OF BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM



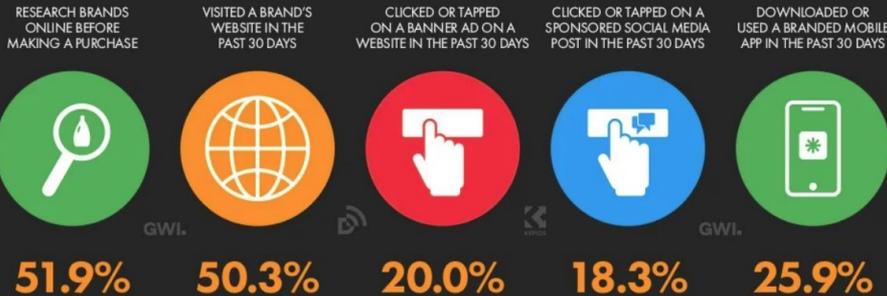
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ENGAGEMENT WITH DIGITAL MARKETING

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY ENGAGE IN EACH KIND OF ONLINE ACTIVITY



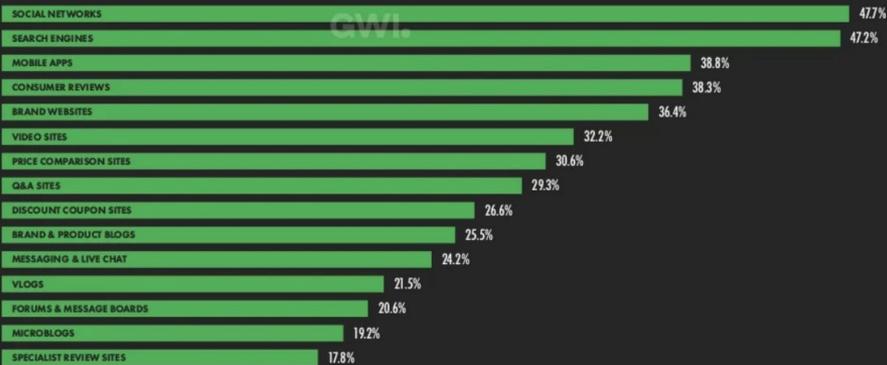
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MAIN CHANNELS FOR ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS



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Country of origin of respondents

The top 10 country of origin
for the respondents in the
CERC survey:

1. [United States](#)
2. [India](#)
3. [United Kingdom](#)
4. [China](#)
5. [Philippines](#)
6. [Nigeria](#)
7. [Bangladesh](#)
8. [Pakistan](#)
9. [Hong Kong](#)
10. [France](#)

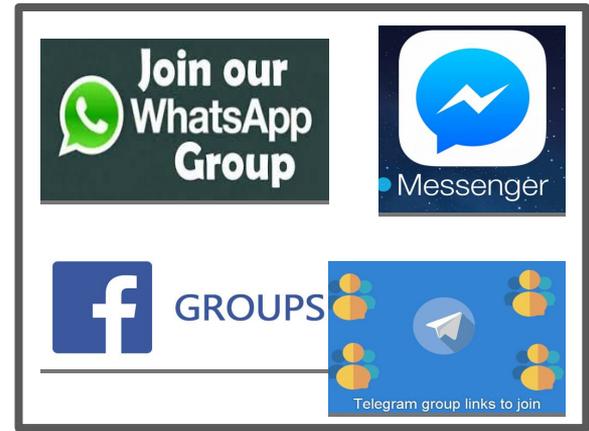
“We find that those who come to hear about the activity through word of mouth and they are brought into the activity by a regular participant.”



A screenshot of a social media post with a green border. It features several logos and text elements: a top image placeholder, a logo for '51 加国无忧 CANADA' (51 Canada), a logo for 'rolia' with a flower icon, the website 'ApriCanada.com' with a red maple leaf and the tagline 'Live, Work & Prosper in Canada', another image placeholder, the 'Settlement.Org' logo with a red maple leaf and the text 'Welcome to Ontario', and a light blue banner at the bottom that says 'Welcome To MySettlement'.



A collage of logos for immigrant and international student organizations, enclosed in a red border. The logos include: 'WisenUp! Canada Just Got Better' with a lightbulb icon; 'IMMIGRANT NETWORKS FOR IMMIGRANTS AND INTERNATIONAL STUDENTS' with a red network icon; 'NEW CANADIANS' with a red play button icon; 'IMMIGRANT MUSE MEDIA' with a stylized 'JM' logo; and a graphic of red maple leaves on a black background.



A collage of social media group links, enclosed in a grey border. It includes: 'Join our WhatsApp Group' with the WhatsApp logo; 'Messenger' with the Messenger logo; 'f GROUPS' with the Facebook logo; and a Telegram group link with the text 'Telegram group links to join' and a Telegram icon.



HIS FIRST DAY IN CANADA | Things You Must do on First Day in Canada

64K views • 4 months ago

KANDA VLOGS

In this vlog, I explained the things that you must do within the first few days of your landing in Canada. These are the most ...



Reet's First Day In Canada 🇨🇦❤️ / Mr Mrs Narula ❤️❤️❤️🔥❤️🔥

1.3M views • 2 months ago

Mr Mrs Narula

For Business Inquiry: teamnarulas@gmail.com First song link : https://youtu.be/zt4a_aGtcVs Follow us on Social Media Accounts: ...



FIRST DAY IN CANADA

179K views • 2 years ago

Logical Bakwas

Hey! This Vlog is about my first day in Canada. I went out with my friend Harshitha to buy sim card , presto card and i opened my ...



FINALLY MOVING TO CANADA | New Indian Immigrants

203K views • 2 years ago

PEEKAPOO

Hey Guys! Finally, we are moving to Canada. Me and my husband applied our PR through Express entry and finally made it here.



First Day in Canada | First week in Halifax, NS | Must do in your first day as immigrant in Canada

766 views • 5 months ago

Anna Otro

What you need to do in first day in Canada as immigrant, what to think about and where to go. 📍IMPORTANT: If you are ...

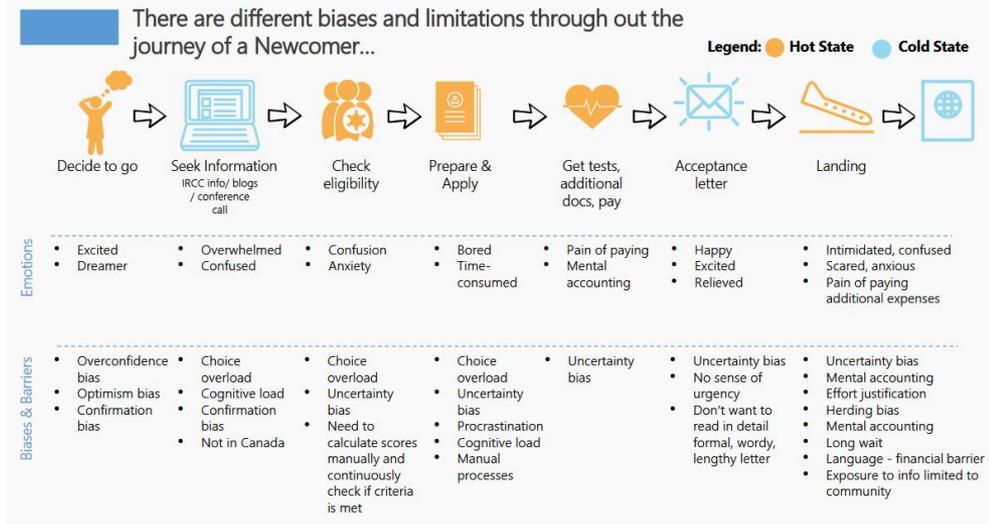
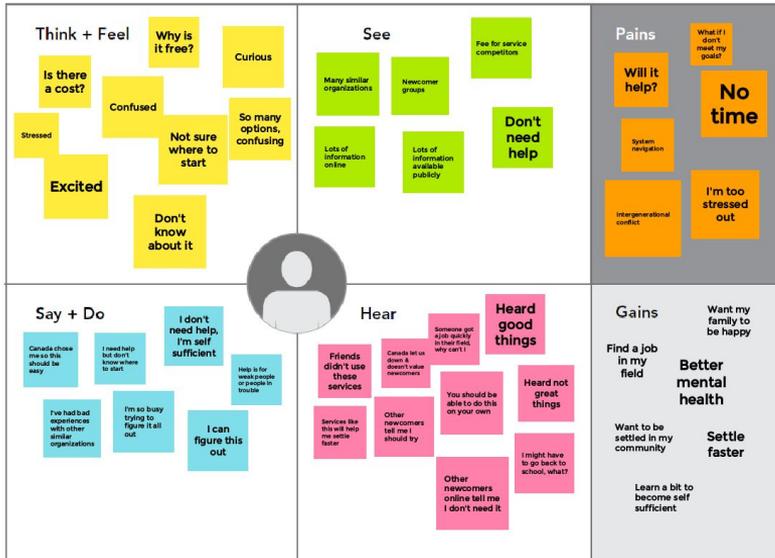
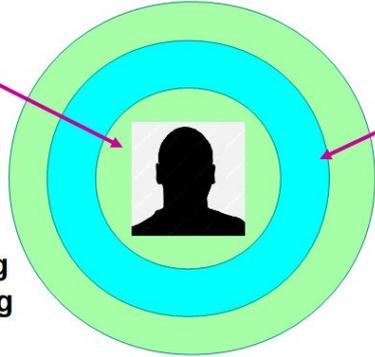
“International Student ambassadors share into their Whatsapp pages about our events, and for the international student advisor at the local college to post posters in the college for more interest to brew among this group.”

Know your audience(s)

Who is this person?

What matters most to them?

What's stopping you from getting to them?

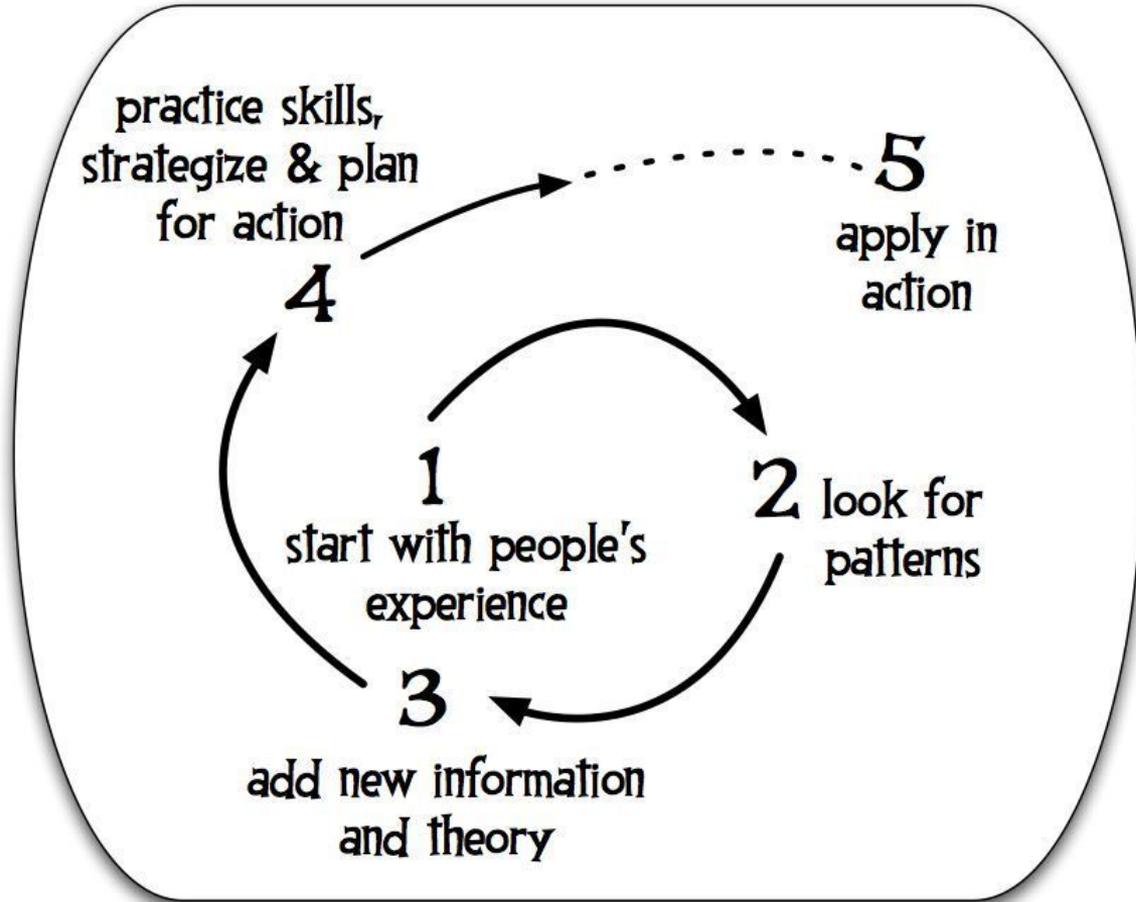


Digital Client - high functioning, low need



Spiral Model

Building a Strategy



STEP 1.

Determine Goals

discovery
(intensive)

Main

- questions:
1. what are your goals?
 2. who is your audience?*
 3. what is your offer?

* this will need to be validated even if there is a clear picture.

STEP 2.

Gather Data

information from client

(ie. access to analytics, past performance, insights, reports, CRM reports)

official data sources

(ie. census, statista, stats Can)

research studies

(ie. Deloitte, Euromonitor, Pew)

academic research

(ie. trade journals, universities)

deskside research

(ie. news, articles, blogs, papers)

social intelligence data

(ie. crimson hexagon, affinio, klear)

social listening

(ie. twitter, linkedin, instagram)

search intelligence

(ie. google, seomoz)

interviews/surveys

(ie. journalistic approach)

STEP 3.

Analyze Data

look for patterns
and/or anomalies

DON'T STOP AT THE
WHAT (ie. numbers),
ASK THE WHY

insight

insight

insight

insight

insight

STEP 4.

Test the Theses

test!!!

go back to
the data
(STEP 2.) to
validate

eliminate
theories that
don't validate

keep theories
that validate

STEP 5.

Uncover the Strategy

the
insights
will drive
the
strategic
direction

Understanding Newcomers

Start by simply expanding the questions you ask about their contact information. Currently most organizations ask for phone and email. You can add 2 simple questions to help guide your planning and service design:

- What digital devices and tools do you use to communicate, find, and share information?
 - Here we would get into things like SMS/texting, WhatsApp, Telegram, Facebook Messenger, etc.
- How do you want to (or what tool do you want to use to) communicate with us?
 - Because what they use and how they might prefer to communicate with you can be quite different.

Scenarios & Journey Mapping - Take their journey

Scenario 1: Find settlement info	Scenario 2: Attend event/series	Scenario 3: Register with your org
<p data-bbox="81 328 641 430">They want to learn more about your services to decide if they want to follow up.</p> <p data-bbox="81 472 591 571">Newcomer enters your site. They have heard you provide help for newcomers, they haven't accessed services before.</p> <p data-bbox="81 613 629 678">They want to get information and possibly talk to someone.</p> <p data-bbox="81 720 633 785">They're not sure what services are offered or how they'll help them settle.</p> <p data-bbox="81 827 637 926">They browse the site, read about services, check out the About page, browse events, read some blog articles.</p>	<p data-bbox="683 328 1186 393">They want to be helped to make the right decision for them.</p> <p data-bbox="683 435 1244 571">A newcomer who has become familiar with your services is interested in a webinar series, which they heard about from a friend.</p> <p data-bbox="683 613 1244 858">Before registering, they carefully search competing service providers in the area and those who offer similar online information. They also message with other newcomers in their online groups to find out what they might have accessed, or if they've used your services themselves.</p> <p data-bbox="683 900 1251 1036">They decide that the series is a fit for them and they register. But the time doesn't work for their new job schedule, so they are not able to attend.</p>	<p data-bbox="1286 328 1816 393">They want to access service. Are you right for them?</p> <p data-bbox="1286 435 1850 604">A newcomer looking for help lands on your site. They've heard from others that your org was very helpful in their settlement journey. They want to sign up and get connected.</p> <p data-bbox="1286 647 1846 782">Their motivation is to find information, connect with a counsellor, and start asking questions and getting help navigating all the new systems around them.</p> <p data-bbox="1286 825 1850 1031">They are willing to register, but they are also exploring other service providers. The ways they will become a client is how frictionless their registration is, how quickly they can start connecting, and the quality of those initial interactions.</p>

Audience	Core Audience	Secondary Audience	Broader
Demographics: age; gender, ethno-cultural background, location, income, etc.			
Awareness/attitudes toward you, if any			
Values: What are THEIR values/motivators? What gets them off the couch?			
Call to Action: What do you want them to do, exactly?			
Benefits: What's in it for them? What do you offer them?			
Influencers/opinion leaders/messengers?			
Pathways: main sources of information? Eg. face-to-face, TV news, social media pathways			

Key Characteristics

Needs

Your Value Proposition

Your Objectives for this audience

Key messages

Key tactics

Digital Client - high functioning, low need

Key Characteristics

Recently arrived

Used tech in pre-arrival stages, tech savvy, digitally literate, wants to interact online

Wants information, but not indepth support or counselling

Self-directed, motivated, fluent in English

Expectations of quick responses, good customer service experience

WhatsApp - primary communication tool

Needs

Wants to know what they don't know and connections to people & resources that can help

Wants some "just in time" support, orientation, next steps

Wants notifications for relevant jobs they're qualified for, connections with mentors

Want a good first job commensurate with their skills and experience

Your Value Proposition

Our employment supports have xx success rate

You can access our services in the way that is most convenient and comfortable for you

Your Objectives for this audience

Intake-light (enough for our stats), high level assessment, get them information they need to take next steps

Get them in, get them what they need, get them out

When they're successful, bring them back to mentor others

Key messages

We can connect you to mentors, supports, resources, to jumpstart your career

You know what you want, we can help you navigate what you don't know

Key tactics

Digital messaging, email, text to communicate

Share social media channels for general information and updates

People - empathy map

To create an empathy map, you simply draw out a diagram then you map out what the newcomer thinks and feels, sees, says and does, and hears, as well as their pains and gains.

- What do they think and feel about what you offer?
- What do they see related to what you're offering?
- What do they say or do in this context?
- What do they hear from others (family, friends, coworkers, etc.)?

After you've mapped these out, identify their pains and gains.

Under pains, you're thinking about what are the challenges this person might face and what their concerns are. Gains is what the person aspires to be. What they're hoping they will gain from the experience.

Think + Feel

See

Pains

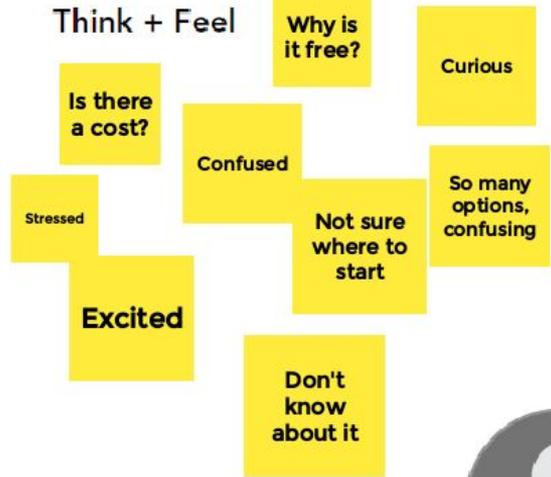


Say + Do

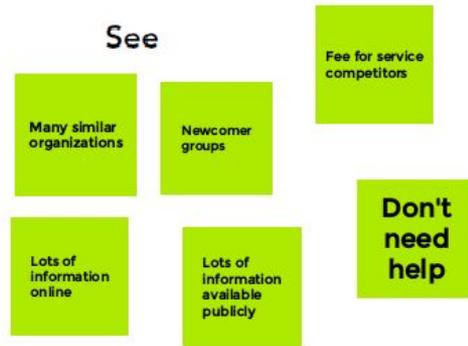
Hear

Gains

Think + Feel



See



Pains



Say + Do



Hear



Gains



Strategy

>> Build on your strategic goals, strengths/assets/experience

Objectives: finding a strategy that is realistic, manageable,
and works for you

Making the case

The four-step approach to the social strategy

P

People

Assess your customers' social activities

O

Objectives

Decide what you want to accomplish

S

Strategy

Plan for how relationships with customers will change

T

Technology

Decide which social technologies to use

What does success look like for you?

- Getting Newcomers or your community to change their behaviour or attitudes? (education/social marketing)
- Getting individuals to register as clients or volunteers? (marketing)
- Changing/influencing policy? (advocacy)
- Connecting Newcomers to employment & other outcomes (action)?

Why Strategy Matters

- Too often digital/communications projects are treated as tech projects
- It's part of everyone's job now
- Digital goals must grow from your organization's strategic goals, service approach, & knowing your clients
- Make it important for everyone in your organization
- Everyone is on the same page
- You know your audience and they're top of mind
- You'll have a clear idea of both challenges & opportunities

How should you position your organization?

As a service provider serving Newcomers to settle and feel included in their new community.

As a conduit to talent for employers.

As a problem solver for **all** Newcomers and employers.

As a delightful and frictionless user experience.

As a delightful place to work.

As an advocate for Newcomer inclusion.

What's changing? What has already changed?

Let's think about how the simple resume and how we orient people to this job search tool has changed over time:

- Paper - choices of functional or chronological
- Digital (PDF - cover letter & resume together)
- Portfolios
- Scannable
- Machine readable
- AI vetted
- Submitting a resume to a chatbot
- LinkedIn as your resume
- [The end of the resume](#)? “focus on candidate potential rather than previous experience”

Make it easy to access your services

Learn from others to create a frictionless experience for your Newcomer clients. Make it easy for those who are self-directed to access the information they need. Create intake-light.

[Online intake form](#) - good example of intake-light.

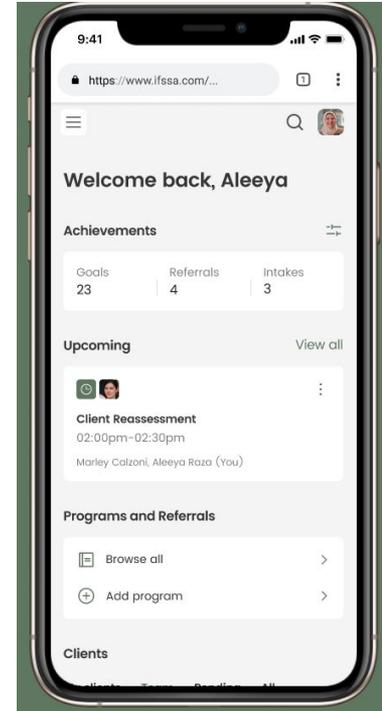
[Emerging simplicity - even easier.](#)

Others emerging:

[Move from Interrogation \(Eligibility\) to Conversation \(Goals\).](#)

[Using automation.](#)

What does intake look like at your organization?



All roads lead to your website

(even if channels change)



Your Website



Find us on
Facebook



You Tube



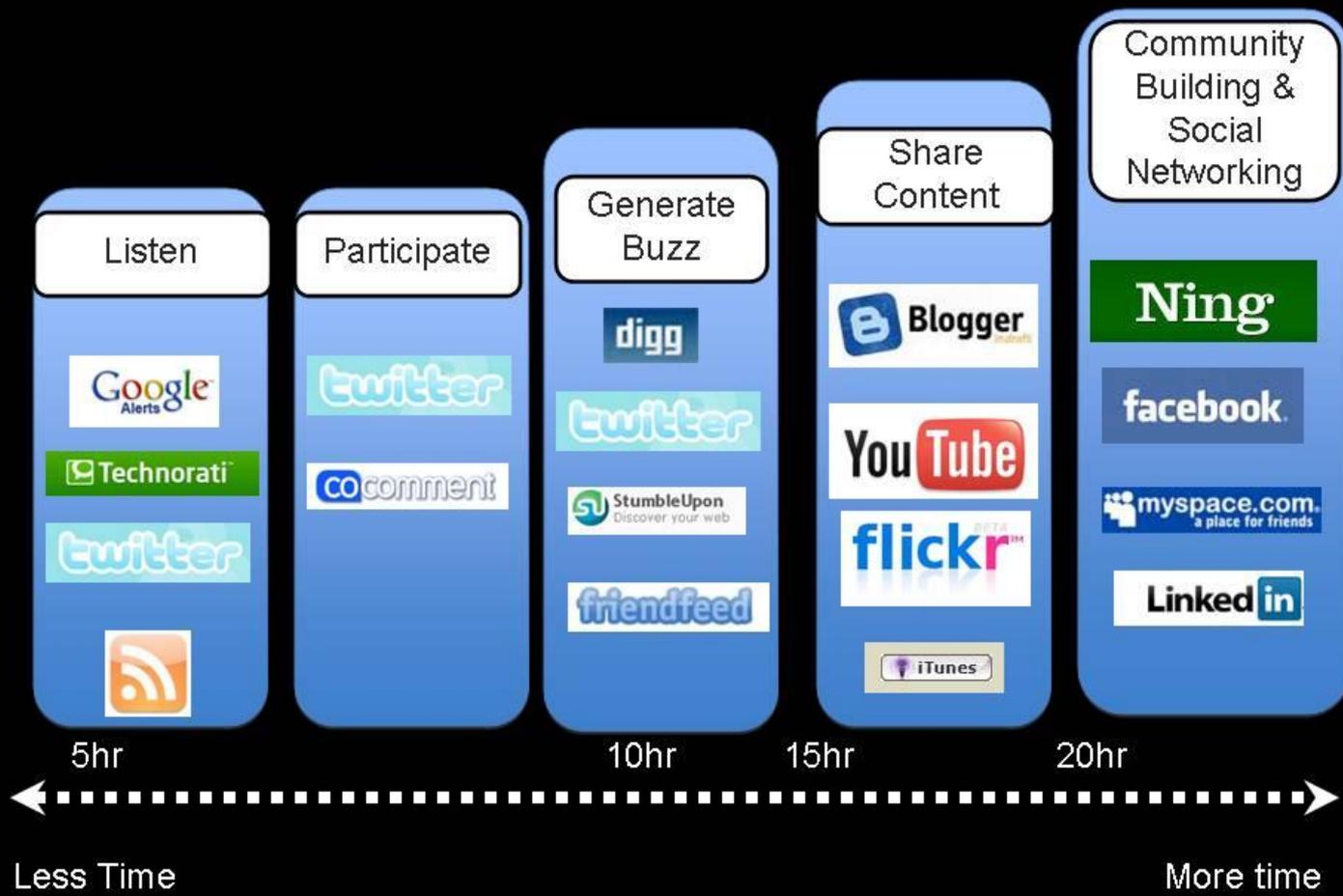
Instagram



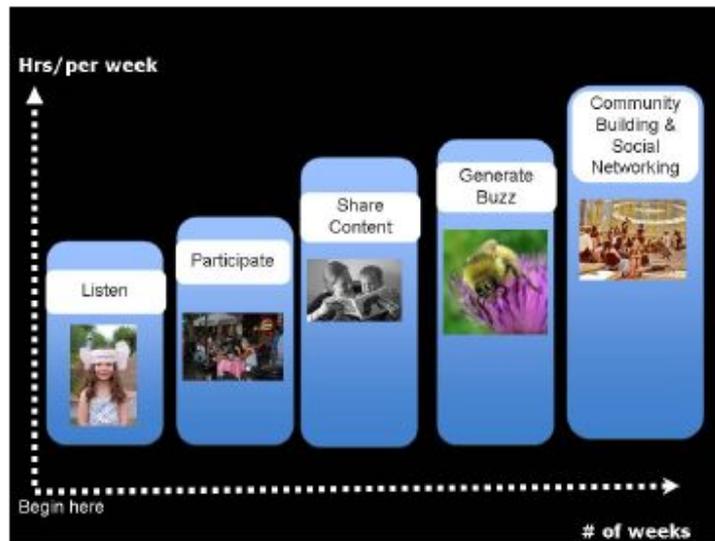
“Link in bio”
[ACCES](#)
[COSTI](#)

Example. Alternative.

Tactics, Tools, Time

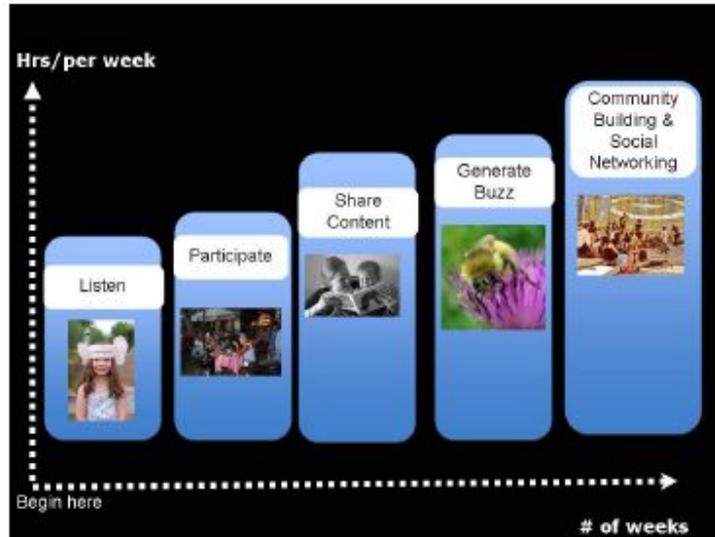


LISTENING



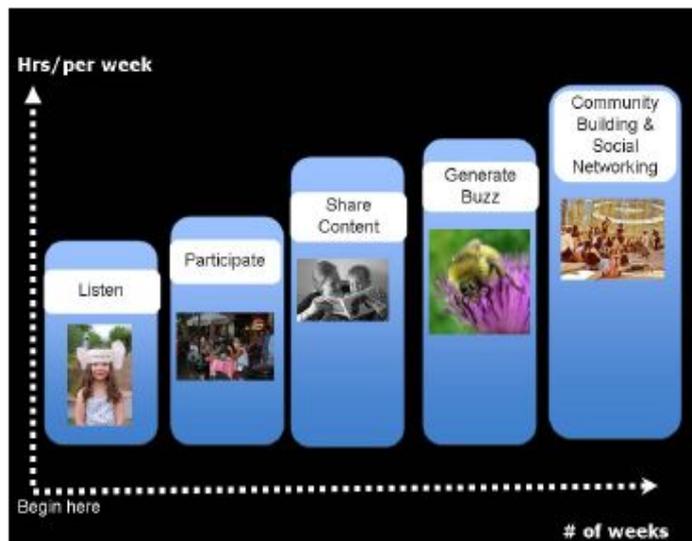
Knowing what is being said online about your organization and the field you work in. You can listen with google alerts, technorati, twitter, and RSS readers. Key skill is pattern analysis. Link listening and analysis to decisions or actions. About 5 hours a week once you learn how to use the tools and make listening a daily habit. (5 hours per week)

PARTICIPATION



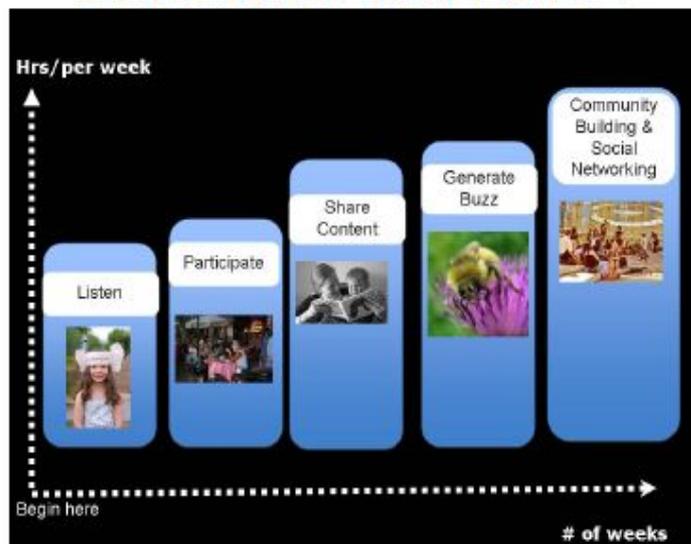
Is joining the conversation with your audience. By making a human connection with people online, you can influence their perception of your brand and help them find meaningful, relevant ways to support your mission. Tools to help you participate are Twitter and Co-Comment. You can also participate vicariously through bloggers by encouraging them to write about your organization. (10 hours per week - also includes listening tasks as they go hand-in-hand)

SHARING YOUR STORY



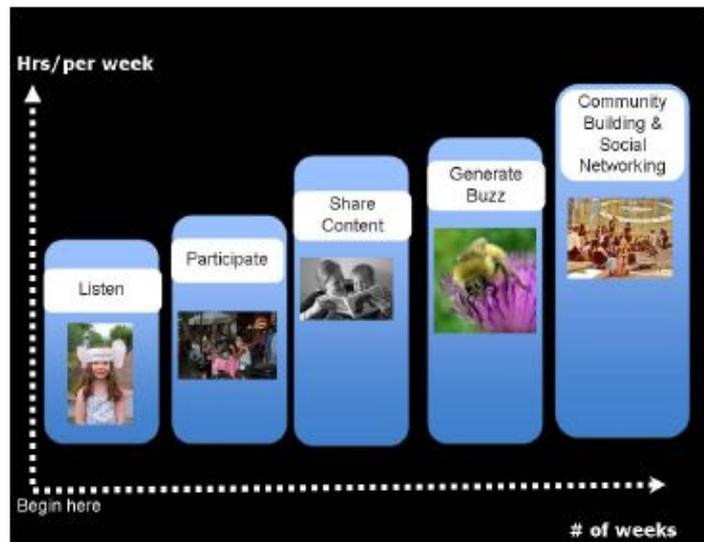
You share stories with tools through blogging, podcasting, photos or video. Once you have content created through these methods, it can be easily shared using the buzz tools and through social networks. But even better is getting your constituents to share their stories about your organization with others (which takes more time) (10-15 per week depending on the type of content, number of different ways you're creating it, and skill)

GENERATING BUZZ



Your raising your brand awareness. What happens is that you share your message with enthusiastic supporters and they in turn may choose to pass it to others with a similar a interest in your organization or campaign. But first, you have to build trust, credibility and -- most importantly -- a relationship with those who might interact with your posted content. Buzz tools include FriendFeed, Twitter, StumbleUpon, and Digg and many others. (10-15 hours per week - also includes some listening tasks)

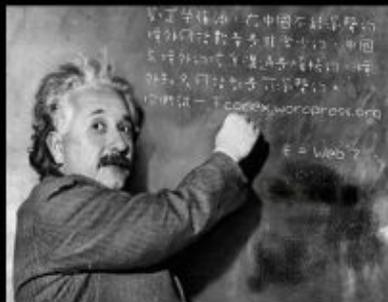
SOCIAL NETWORKING AND COMMUNITY BUILDING



You build relationships online, nurture a community, engage people and inspire them to take an action, or raise money using social networks and apps. Build an online community for knowledge or skill sharing use Ning. . If you're looking to engage and inspire new supporters, setting up an organizational presence on one of the larger social networks. To get results in this category - it requires heavy lifting. I wouldn't advise an organization to start here

Time

Einstein's Theory of Social Media Relativity



*You get out what you put in ...
You have to invest 3-6 months before you see startling
results*

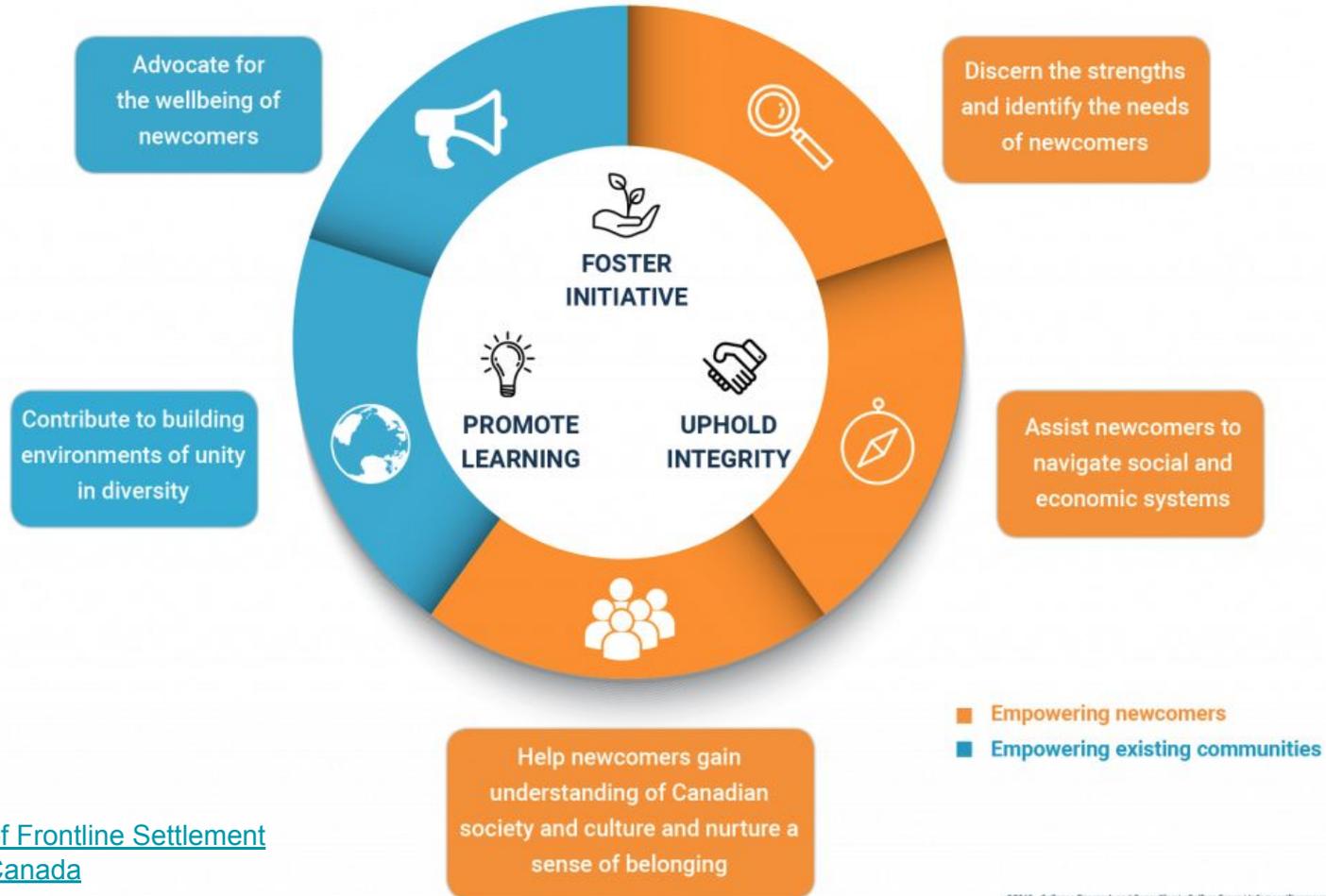
Delivery/Skills

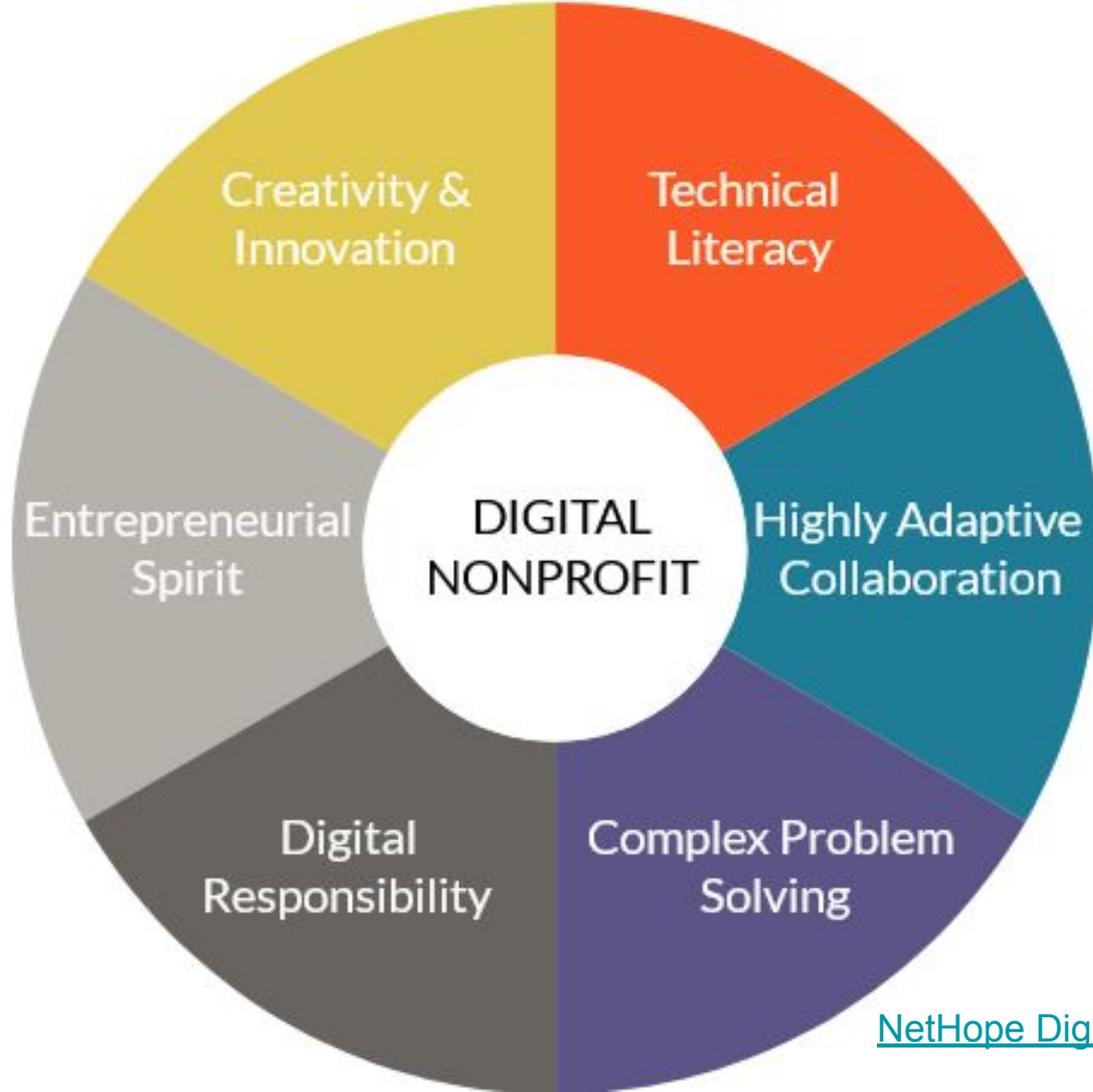
>> Tactics & staff skills

Tools and channels to get your message out

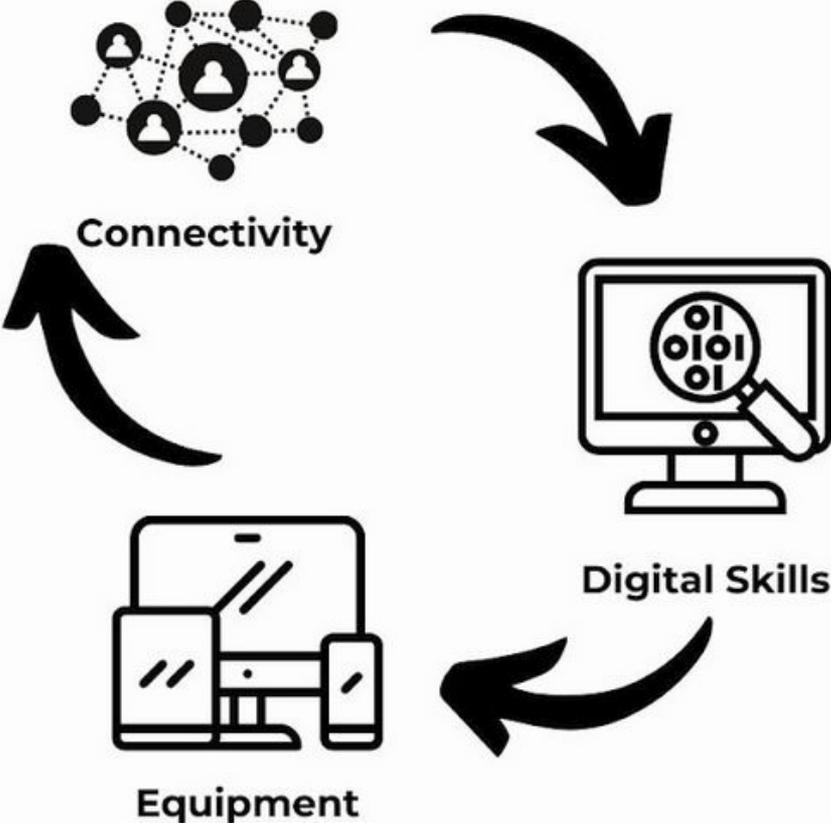
Key staff functions and competencies

COMPETENCIES OF A SETTLEMENT COUNSELLOR

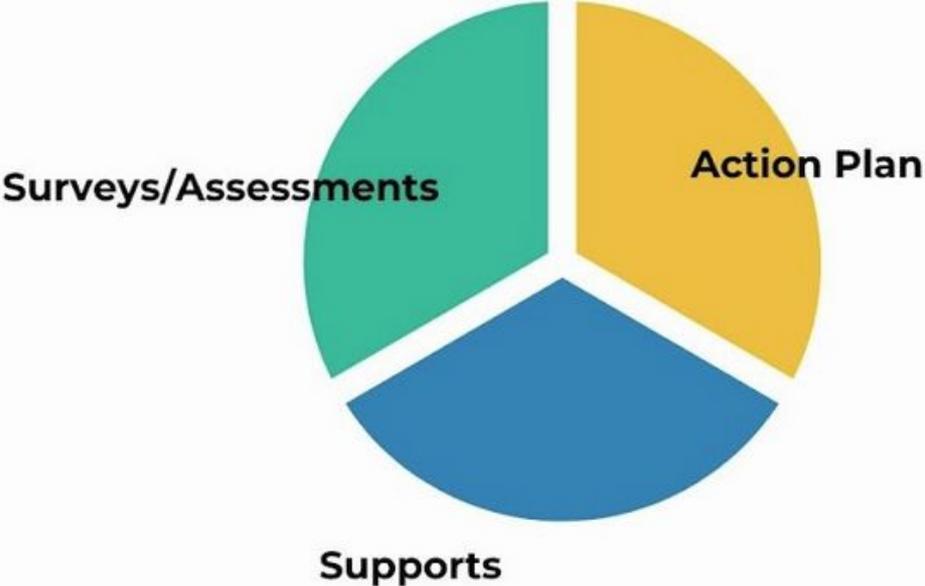




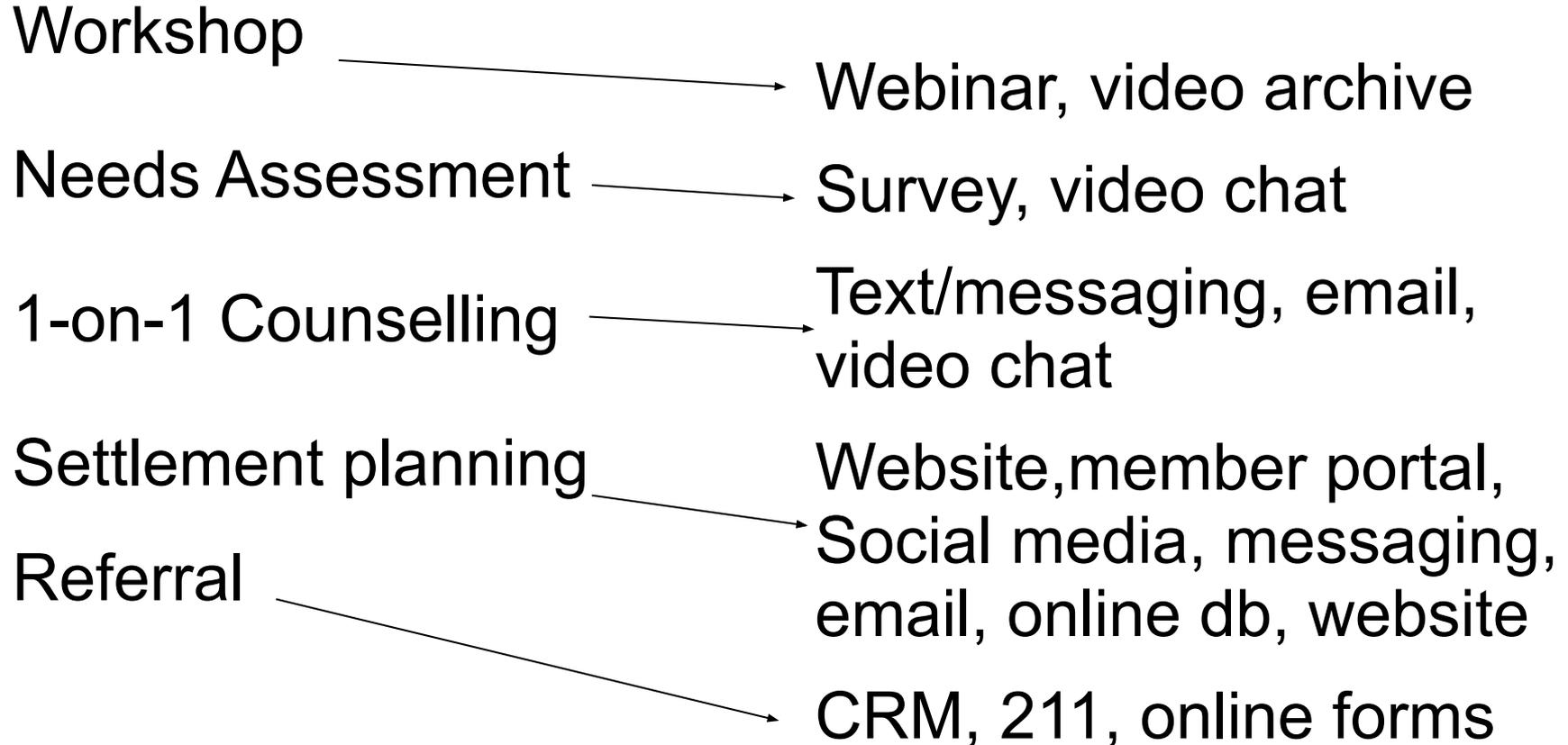
Digital Navigators



Digital Literacy



Delivery - Tactics & Tools



Delivery - Tactics & Tools

Classes/courses



LMS (facilitated, self-directed), web how-to/content, videos

Job matching/
placement



Virtual job fair, job matching database

Mentorship



Web platform, matching database, messaging

Community connections



Social networks, online groups

Connecting & Outreach - Key Social Platforms

- Video/Photo Sharing
- Audio/Podcasts
- Niche Discussion / Message Boards
- Trusted Networks: Social Networks/Online Communities (Facebook, WeChat, etc.)
- Live Chat/Help
- Instant/digital messaging (SMS, WhatsApp, etc.)
- Chatbots/AI
- Email & e-Newsletters
- Calendars
- Twitter
- Blogging
- Online Community/eLearning
- Webinars

Outreach

Flyers

Events

Art

Announcements

Group/drop-in
activities

Posters

Relationship
building

Partnerships

Media

Advertisements

Technology

Word of Mouth

Outreach with technology

Personalization

Websites

Social media

Webinars

Videos

SMS/Texting

Messaging

Online/social media
advertising placement

Google ads

Joining groups

Online champions,
influencers, ambassadors
(relationship building)

You have to make choices

What are you great at, that you can build on?

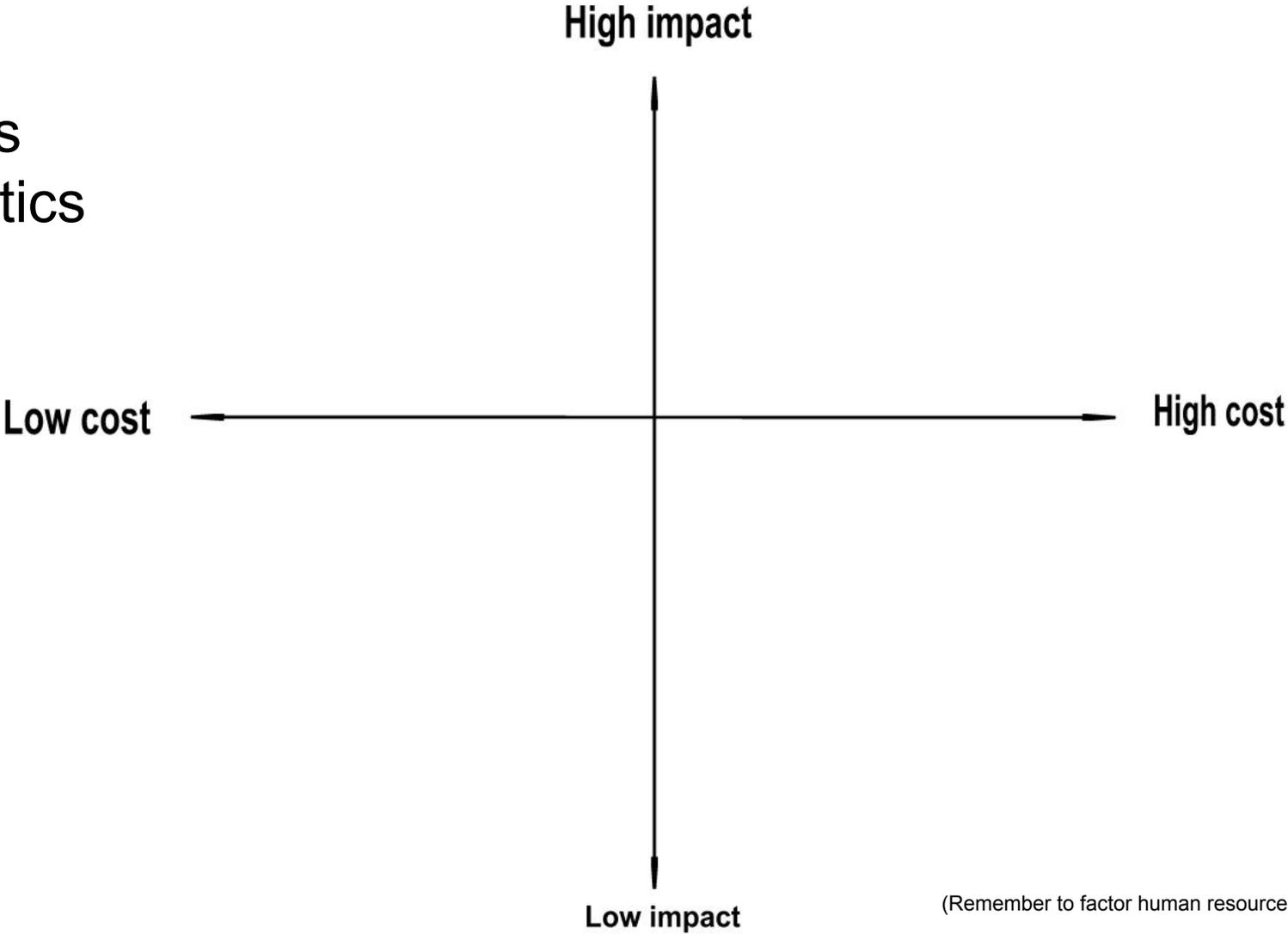
What do you think is unique or effective about your organization's work that you'd like to see translated or extended into how you work online?

What are your clients telling you?

What is helping/hindering you from reaching your objectives?

	Internal strengths	Internal challenges
Resources eg. staff, volunteers, funding		
Infrastructure eg. on-line resources, systems, lists		
Skills, assets, passions eg. public speakers, social media savvy, writers, images		
Brand identity or positioning of organization /messenger		
	External opportunities	External challenges
Mainstream media events, trends, reporters, editorial directions		
Social media – trends, opinion leaders, amount of coverage		
Public – broad levels of understanding/ engagement, attitudes		
Allies & influencers – who, communications assets, messages		
Collaborators – who, communications assets, messages		

Setting
priorities
with tactics
& tools



(Remember to factor human resources in as a cost)

What's your message?

- For prospective clients
- For existing clients
- Other audiences

What will you tell them when you reach them?

Criteria	Capture	Avoid
Tone/feel		
<u>Their</u> values		
Benefits		
Language/ words		
Images or icons		
Other (angles, stories...)		

The Right Message

What makes a good message?

Relevance:
Why should I care?

Benefits:
What's in it for me?

Credibility:
Says who?

Key Online Engagement Functions and Qualities

Your main steps are to plan, test, establish guidelines, be active, be welcoming.

- Create and reinforce an open, safe, positive and participative environment
- Direct and manage discussions
- Build rapport and relationships
- Encourage/support members and perspectives
- Understand the technology and its capabilities
- Overall good communication skills

Community Onboarding

How do you guide people through the steps of becoming active and engaged users.

What is the best way to make people feel at home? Be welcoming. Make use of automation when available (FB page/messenger)

Check and evaluate activity regularly. Are they responsive? What are they responding to? How are they responding? It is quite normal for a large percentage of online group members to be lurkers. You won't know unless you ask your users regularly about what's of interest/important to them.

Post questions or new content regularly to spark discussion. Keep track of how many people commented on, read/viewed, or liked your posts to see if what you're posting is what interests them.

Engagement and Service Delivery

Create regular content and let people know about it. Give them next steps. Lead them to your website for more.

Respond to all comments in a timely way. Let Newcomers know what an expected turnaround time might be.

Should Newcomers have a space where they can talk to each other? Are there forums, threads, or messaging systems where your community members can directly communicate with each other in a private space? Creating special places for your community members might further encourage engagement.

Are you asking questions to understand them & their pain points, needs, interests?

Engagement and Service Delivery

Leverage guest contributors and others' content in a variety of places - blog, video, courses, etc. Make it an event, with lead up, encourage questions before the event, etc.

How can you use themes to bundle, highlight, or share content?

Can you leverage the technology to push content to Newcomers based on their assessments and interests or other indicated priority interest areas?

Is every piece of content you create, such as webinars, repurposed on the site and shared?

Follow up with, survey, and track Newcomer experiences, interests, challenges, and goals with your service.

Community Metrics

Monitor your actions and the results depending on the goals of your community.

What should you measure?

Which numbers and facts are actually useful?

How can you use what you measure to create action?

On your website, track users and their usage of the site.

Frameworks

>> Making the case

Decision-making

Policies, practices, orientation, measurement and support

A few ways to get your org there

An iceberg metaphor diagram. The tip of the iceberg, above the water line, is labeled 'Visible uses of technology'. The much larger submerged part of the iceberg is divided into five dark blue circular sections, each containing a text label: 'Digital Skills', 'Digital Settlement Agency', 'Settlement Worker Competencies', 'Community Change', and 'IRCC's Future Vision'. The background is a blue gradient representing water, with a white sky above the water line.

Visible uses
of
technology

IRCC's
Future
Vision

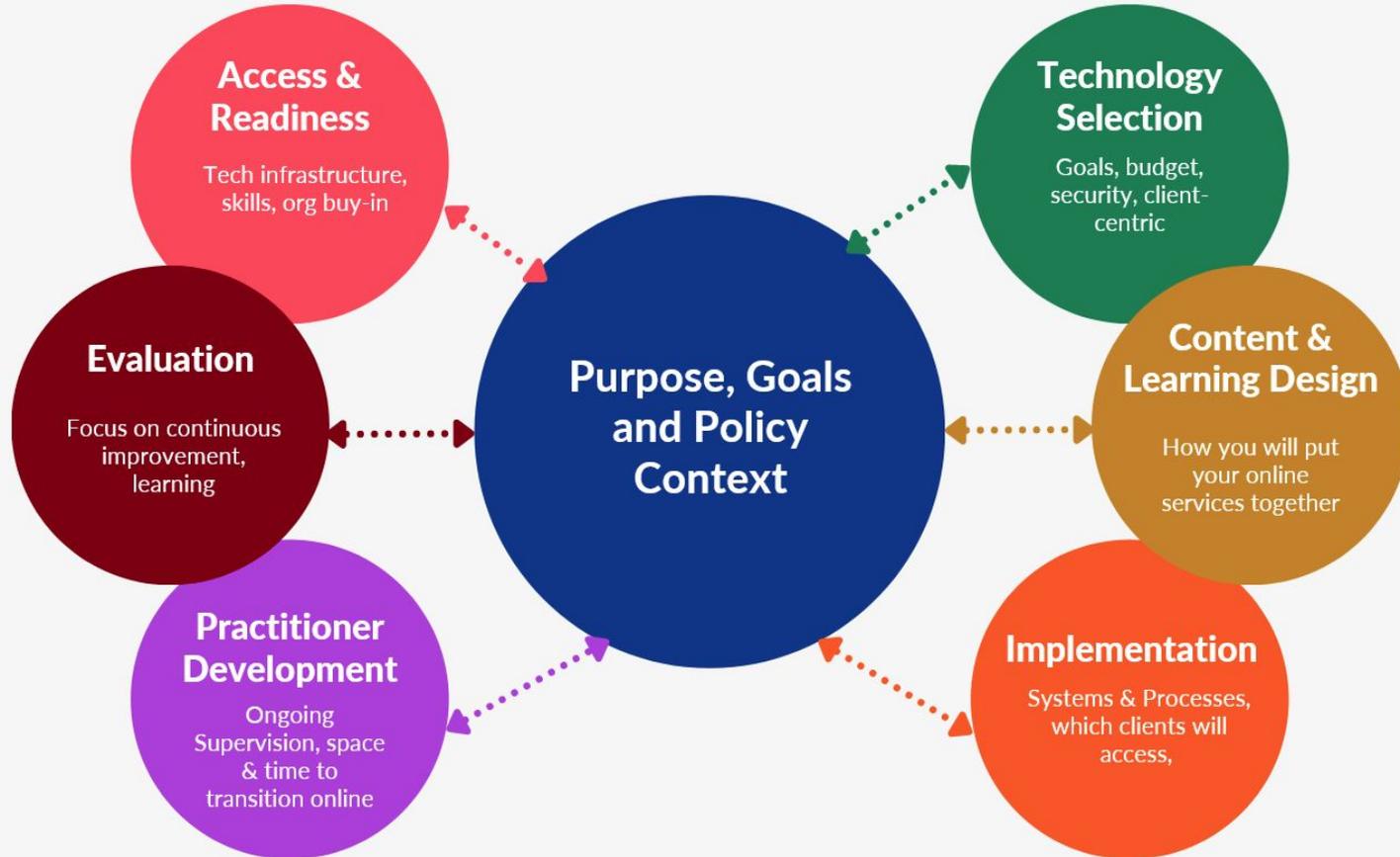
Digital Skills

Digital
Settlement
Agency

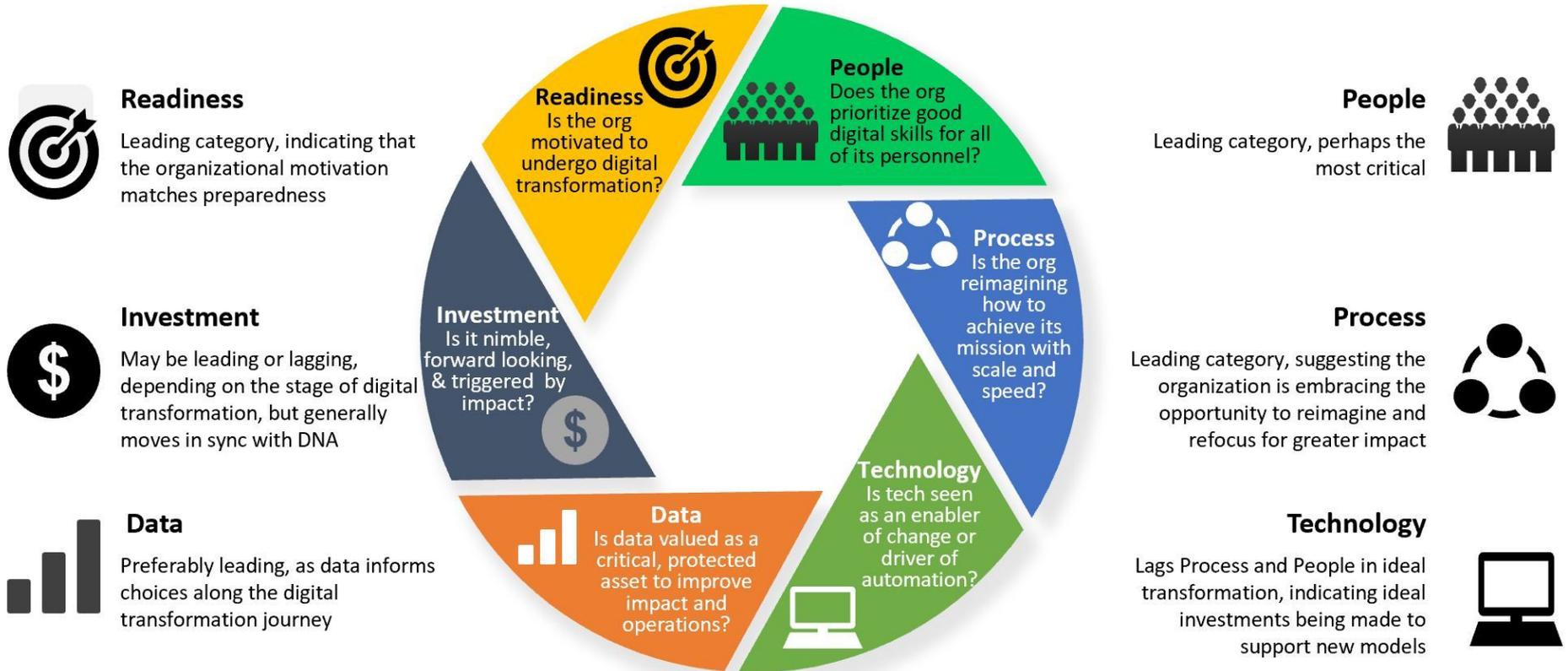
Community
Change

Settlement
Worker
Competencies

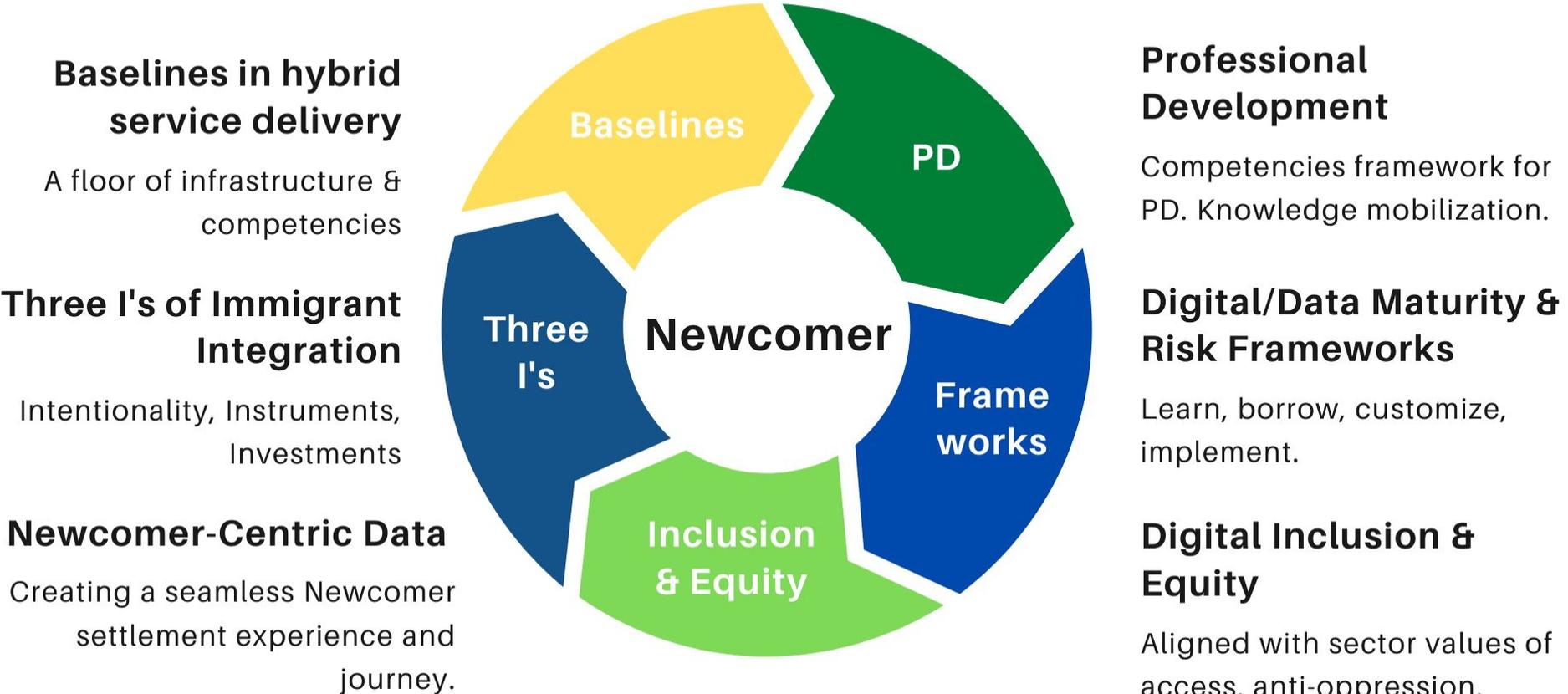
Designing Interactive Online Career Development Services



Digital maturity



Digital Settlement Agency



Baselines in hybrid service delivery

A floor of infrastructure & competencies

Three I's of Immigrant Integration

Intentionality, Instruments, Investments

Newcomer-Centric Data

Creating a seamless Newcomer settlement experience and journey.

Professional Development

Competencies framework for PD. Knowledge mobilization.

Digital/Data Maturity & Risk Frameworks

Learn, borrow, customize, implement.

Digital Inclusion & Equity

Aligned with sector values of access, anti-oppression, inclusion.

Making the Case – think of it like a funding application

Activities – what service is being provided or complemented using technology? How will it be implemented and accomplished?

Outcomes - What will result from this activity? How will the proposed activity address needs?

Who is expected to benefit – Why is this technology needed? Include any relevant evidence to describe the need. What is your target audience?

Priorities – how does this address/help/facilitate one of your service priorities?

Making the Case

Resources - What contributions are necessary?

Metrics – How will progress be measured? Who will do the work? How will progress be evaluated to improve service provision?

Funder & other reality checks – Does the funder get technology is a service tool (not just for operations)? What geographic, funding parameters or other restrictions might your organization be working under that could impact your idea? What client data do you need to collect in order to “get the stat?”

Nonprofit Service Canvas

Nonprofit Service Canvas

Proposed Idea:

Your Name:

What is the problem, gap or issue?	What is your solution?	How does your solution benefit the client?	Why are you uniquely positioned to provide this solution?	Target Group/Client(s)
How is it being addressed today?	How will you measure success?		How will you outreach / market? <small>(option: jump to Digital Marketing Canvas here)</small>	Who is your first key target group/client (early adopters)?
What resources are needed to make this proposed solution possible?			What security, privacy & confidentiality concerns do you need to address?	

Frameworks, policies, procedures

- Documents from peers
- 12 Core Values of Settlement Work
- Standards for Technology & Social Work Practice
- Policies & crisis management
- Key Principles for Technology Use
- Tech Use in the human service context
- Your technology/service ideas

Documents from peers

[Download a repository of useful policies, protocols, and guidelines.](#)

YMCA-YWCA of the National Capital Region

- Sample newcomer services privacy & security guidelines
- Smart phone ACCEPTABLE USE guidelines – draft sample guidelines
- Safety Privacy Guideline for clients – mobile apps for service

Niagara Folk Arts Multicultural Centre (NFAMC)

- NFAMC Work from Home Policy
- NFAMC Guidelines for the use of NFAMC equipment at home
- NFAMC Working from Home Agreement
- NFAMC Working from Home Checklist

North York Community House

- NYCH technology and electronic media protocols 2018
- Information Technology and Electronic Media 2017
- Code of Conduct 2017
- Confidentiality and Intellectual Property 2017
- NYCH Accessibility & Accessible Client Service Plan

ISANS

- Privacy & Complaints policies

12 Core Values of Settlement Work

1. Services are accessible to all who need them.
2. Services are offered in an inclusive manner, respectful of & sensitive to diversity.
3. Clients are empowered by services.
4. Services respond to needs as defined by users.
5. Services take account of the complex, multifaceted, interrelated dimensions of settlement and integration.
6. Services are delivered in a manner that fully respects the rights and dignity of the individual.

12 Core Values of Settlement Work

7. Services are delivered in a manner that is culturally sensitive.
8. Services promote the development of newcomer communities & newcomer participation in the wider community and develop communities that are welcoming of newcomers.
9. Services are delivered in a spirit of collaboration.
10. Service delivery is made accountable to the communities served.
11. Services are oriented towards promoting positive change in the lives of newcomers and in the capacity of society to offer equality of opportunity for all.
12. Services are based on reliable, up-to-date information.

Standards for Technology & Social Work Practice

Goals of the standards are:

- to maintain and improve the quality of technology-related services provided by social workers
- to serve as a guide to social workers incorporating technology into their services
- to help social workers monitor and evaluate the ways technology is used in their services
- to inform clients, government regulatory bodies, insurance carriers, and others about the professional standards for the use of technology in the provision of social work services.

Standards for Technology & Social Work Practice

Ethics and Values

Access to Technology

Cultural Competence and
Vulnerable Populations

Technical Competencies

Privacy, Confidentiality,
Documentation, and Security

Practice Competencies

- Advocacy and Social Action
- Community Practice
- Administrative Practice
- Clinical Competencies

I&R Standard - Technology

The I&R service uses technology that improves access to information and enhances its ability to serve inquirers efficiently and effectively.

The main role of technology is to enhance and strengthen information sharing while accommodating people's communication preferences.

I & R Staff skill sets

Information & Referral

Assessment

Client Service, Cultural Competency & Communication

Understand the human service system

Understand the core values & best practices of settlement work

Use online resources critically – info literate

Techno literate, not techie

Social media policies & crisis management

1. WHY have social media/technology and client service policies?
2. WHAT can technology/social media do for my organization?
3. WHO should the policy cover?
4. WHERE should you let employees know about this policy?
5. WHEN is the right time to implement a policy? If you don't already have communications/client service standards/policies, now is the time to create them.
6. WHAT training/orientation do staff need in order to use technology/social media effectively?

Developing Your Online Strategy

- Who are you serving? Where?
- What are your goals/outcomes in those spaces?
- What do you know about their digital habits, information seeking practices, communication preferences, access to devices, language they prefer to communicate in?
- What are they looking for in your communication, on your channels? What's popular, relevant, drives action?

Final thoughts

- Don't forget everything you already know
- Adapt to newcomers' technology use
- Tailor content to communicate why potential and existing clients should come to you
- Identify and use different information channels to reach different Newcomer segments
- Embrace networks & influencers/connectors
- Mobile, go mobile, be mobile-friendly
- Don't forget Email, the outlier, and in-person/traditional approaches, and how you can combine them with online outreach

What we talked about today

Designing a strategic approach to communications will keep Newcomers informed, engaged and help you achieve your communication goals.

- Why consistent, relevant and timely communication essential in keeping Newcomers engaged
- Determine what and how best to communicate with them
- Identify how technology and social media help you achieve your communications and service goals
- How your communications strategy help connect Newcomers to employment and more