



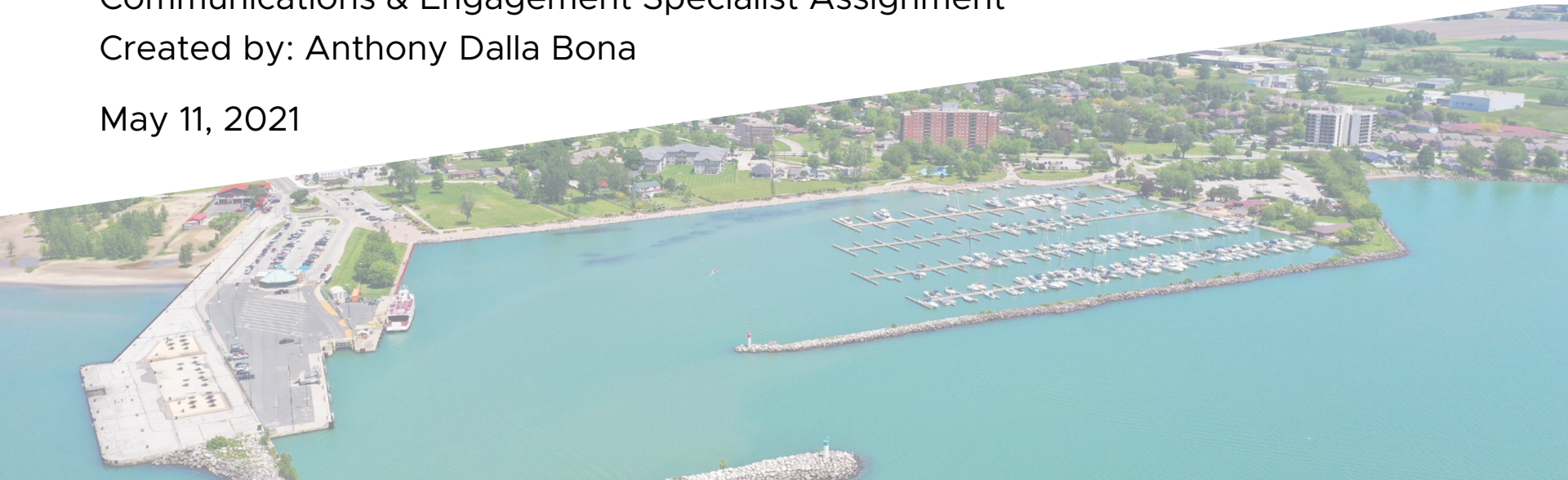
Municipality of
Leamington
live | play | work

LET'S TALK LEAMINGTON SOCIAL MEDIA PLAN

Communications & Engagement Specialist Assignment

Created by: Anthony Dalla Bona

May 11, 2021





CONTENTS

STRATEGY

FACEBOOK & TWITTER

YOUTUBE

INSTAGRAM

MOCKUPS



STRATEGY

GOALS

Inform residents and stakeholders of Let's Talk Leamington portal and encourage them to register, provide input on projects, ask questions and bring ideas forward.

METHOD

Through the use of a promotional giveaway to be pushed forward through social and public media, residents will be invited to register an account with Let's Talk Leamington. This giveaway 'call-to-action' will not only introduce users with the new platform but also capture their e-mail for future engagement.

A sponsored giveaway prize showcasing Leamington local businesses (restaurants, etc.) would be an exciting way to reflect the Municipality's support of it's residents and businesses during this difficult time.

In addition to the giveaway, an instructional series of screen-capture style video clips will be developed to aid and preview the portal to users before they engage themselves.

STRATEGY – CONT'D

METHOD

These clips and giveaway promotions will be pushed out through the municipality's social media accounts. The recommendation is to prioritize platforms; Facebook, Twitter, Instagram and YouTube.



Facebook, for its strong 5400+ followers and well-established reach to Generations Y, X and Baby Boomer aged users.



Twitter, for its simplicity, accessibility and standard as a reference for news. Twitter is becoming increasingly for public organizations to utilize for fast and efficient communication to their stakeholders.



Instagram for its improved access to Generation Z and Y aged users.



YouTube for its accessibility and ease of use for video content, and strong ties to Google Search Results and SEO.



FACEBOOK & TWITTER

IDEAS

Facebook: Post URL directly onto Facebook page, share graphic content for giveaway promotion, utilize content and photos of local restaurants, share screenshots from directly from platform and instructional videos

Twitter: Tweet current projects URLs, using short and concise headlines like those below,

HEADINGS

-LEAMINGTON ANNOUNCES NEW PORTAL TO ENGAGE RESIDENTS & STAKEHOLDERS

-MUNICIPALITY OF LEAMINGTON INVITES RESIDENTS TO ENGAGE ON PROJECTS & INITIATIVES

-WIN A \$100 TAKE-OUT CREDIT TO A LEAMINGTON RESTAURANT OF YOUR CHOICE BY LOGGING IN TO NEW LEAMINGTON ENGAGEMENT SITE

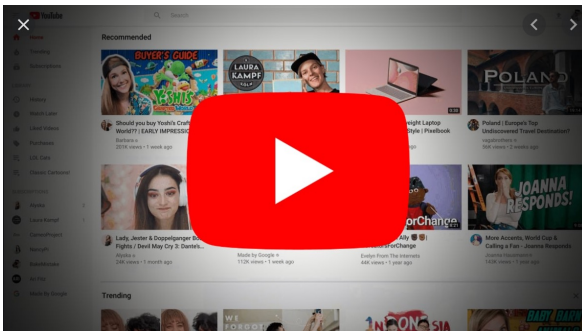
-LET'S TALK LEAMINGTON, NEW PORTAL FOR RESIDENTS TO GIVE INPUT AND VOICE NEW IDEAS

YOUTUBE

IDEAS

Create short 'screen-capture' style tutorial video clips featuring the following:

- Creating an account on Let's Talk Leamington
- Completing a survey
- Submitting a new idea
- Voting on a poll

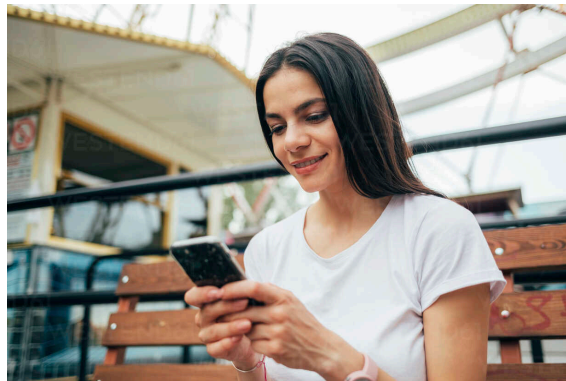


INSTAGRAM

IDEAS

Capitalizing on Instagram's very content heavy photo/video features, content with less text and information, featuring simple caption and call to actions.

Photo/video content could feature subjects interacting with phones, tablets, computers with the Let's Talk Leamington site integrated in.



MOCKUPS

Design mock-ups highlight key communication points

What: Let's Talk Leamington. Who: residents & stakeholders. Why: engage & discuss Municipality projects. CTA: login to win

Municipality of Leamington
Today at 1:33 · 🌐

Launched today! We are pleased to announce Leamington's brand new community engagement portal, Let's Talk Leamington! Login today for a chance to win a \$100 take-out credit to a local restaurant of your choice!
#eatlocal #LetsTalkLeamington #OnThe42nd

Let's Talk Leamington

- Open to the residents & stakeholders
- Engage & discuss Municipality projects & initiatives
- Login to win \$100 take-out credit to a leamington restaurant of your choice

letstalk.leamington.ca

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Write something...

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