

Promotion & Media Guide for Non-Profits
Updated June 2017



Promotion & Media Guide for Non-Profits

*Connecting Non-Profits in Strathcona County to Media
Resources*

Information & Volunteer Centre for Strathcona County
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What is the Promotion & Media Guide?

This guide is intended to assist Strathcona County non-profits with promoting their organization, events and volunteer recruitment. Assembled here are recommendations for how to go about selecting promotional mediums, as well as contact information for a wide variety of existing organizations and media to utilize for promotional needs.

The resources cover the majority of Strathcona County and the Edmonton area but we cannot guarantee that this covers all media. It is instead a sample of potential places for organizations to start promoting.

You can use this information in many ways. Some of these might include:

- ◆ Developing a relationship with the necessary people at a station.
- ◆ Advertising for a volunteer position, community events, workshops or seminars.
- ◆ Producing and distributing press releases.
- ◆ Developing your organizations' online presence.

For an updated copy please contact us at 780.464.4242 or info@ivcstrathcona.org. Any additions or suggestions for future editions are welcome as well.

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Promotional Medium Overview

There are seven mediums through which organizations can promote their events or volunteer opportunities. These include Promotional Spaces, Volunteer Centres, Print, Radio, Television, Classified/Volunteer Online Advertising, and Social Media. Each medium is summarized here, and expanded upon in subsequent sections.

Promotional Signage: Pamphlets, flyers, and brochures which can be distributed and displayed in spaces throughout Strathcona County with the consent of the responsible organization.

- Pros: Inexpensive, minimal organization, good first step
- Cons: Difficult to track effectiveness, limited in scope

Volunteer Centres: Community organizations that assist non-profits with event promotion and volunteer opportunity listings, as well as a variety of other services such as discounted equipment rentals or funding opportunities upon request.

- Pros: Free to contact, well-connected, community orientated
- Cons: More generalized, must accommodate entire community

Print Media: Edmonton and Strathcona County newspapers which offer free or paid advertisement space for community events and volunteer opportunities.

- Pros: Relatively cheap, targeted at older demographics
- Cons: Difficult to track effectiveness, limited in scope

Radio: Capital region stations which assist with event promotion and sponsorship.

- Pros: Large audience, potential for ongoing relationships, room for creativity
- Cons: Promotion subject to station discretion, difficult to break into for new organizations

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Television: Capital region television broadcasters which offer promotion through websites and on-air coverage. Each station varies; some requiring online form to be filled out or information to be emailed to an employee, others require a simple event submission.

- Pros: High profile, large audience, credibility
- Cons: Promotion subject to station discretion, difficult to break into for new organizations

Classified/Volunteer Online Advertising: Third-party websites which assist in promoting volunteer opportunities or community events without sponsorship or involvement.

- Pros: Efficient, easy, high potential audience
- Cons: Under-utilized by older demographics, limited creativity

Social Media: Networking sites such as Facebook, Twitter, and LinkedIn where organizations and events can create a presence through dedicated pages and public messages.

- Pros: Cheap, easy, effective, ubiquitous
- Cons: Highly competitive, difficult to gain and maintain popularity

*Depending on the size and objectives of your organization/event, a combination of these mediums will offer the best means of promotion.

Promotional Signage-

Why use it:

- Putting up flyers and posters in visible locations throughout the county can be an inexpensive first step to promoting an event or recruiting volunteers.
- While organizations may be disinclined to offer space on their boards for private businesses or personal ads, all sources listed below are universally open to advertising volunteer or non-profit opportunities pending their approval of the individual ad.
- Regardless of size, any organization can make effective use of promotional signage.

Tips:

- Simple designs with large titles/images and minimal text is most effective, but creativity will always win-out over generic templates.
- Identify your target audience, and choose an advertising location which is frequented by them i.e. Posters for a children's event might be more effective at Sobey's or Strathcona County Library than Canadian Tire.
- When dealing with respondents to your signage, be sure to track the effectiveness of your posters and what locations are getting better results.

Limitations:

- Putting signage in specific locations limits how many people can see your promotion to the amount of people that pass through that location.
- Signage alone rarely produces enough attention to carry a promotional campaign.
- Your signage must compete for attention with all other surrounding advertisements, as well as the location it is placed at.

Promotional Signage- Locations

Community Bulletin Boards

- Ardrossan General Store
 - (780) 922-5416
- County Hall
 - (780) 410-8505
- Canadian Tire (Entrance Way)
 - (780) 449-1577
- Common Ground Community Café
 - (587) 269-4808
- Family and Community Services
 - (780) 464-4044
- Sobeys (Both Wye Road and Baseline Road locations)
 - (780) 416-7920 and (780) 417-0419
- Safeway (Fir Street location)
 - (780) 467-0177
- Strathcona County Library
 - (780) 410-8600
- Strathcona County Health Centre
 - (780) 342-4600
- Starbucks in Chapters Sherwood Park
 - (780) 449-4304

Chamber of Commerce Information Sign

Address: 100 Ordze Ave, Sherwood Park AB, T8B 1M6

Phone: (780) 464-0801

Email: admin@sherwoodparkchamber.com

Website: <http://www.sherwoodparkchamber.com/>

Info: Obtain an application form from Chamber (drop-in or fax). Call for additional information. Low Cost

Strathcona County Recreation Parks and Culture Community Signs

Address: 2025 Oak Street, Sherwood Park, AB, T8A 0W9

Phone: (780) 467-2211

Website: <http://www.strathcona.ca/departments/recreation-parks-and-culture/special-events/event-planning-toolkit/promoting-your-event/>

Info: \$88 Advertisements available for 2 weeks at the following locations:

- Glen Allan Recreation Complex
- Kinsmen Leisure Centre
- Strathcona Olympiette Centre
- Broadmoor Public Golf Course

Volunteer Centres-

Why use them:

- A one-stop shop for anything and everything to do with the start-up and maintenance of a non-profit.
- Promotional listings available at reduced or no cost with the organization.
- Referrals to any and all means of promotion throughout the community offered.
- Additional services such as grant research and information, equipment rentals, professional development services, and mentoring programs offered.
- Centre staff members are friendly and dedicated to helping foster increased volunteerism in their communities.

Tips:

- Calling in or coming to the Centre while it is open are both encouraged.
- While it is helpful for staff if you have a specific area in mind, don't be afraid to come with more generalized questions about a current or future project.
- Organizations often use Volunteer Centres as a means of promoting services for non-profits which are being underutilized, so while a Centre itself may be unable to offer assistance, they may be able to offer connections to other organizations that can.

Limitations:

- Volunteer Centres primarily serve as a connection or referral service, and may be unable to offer hands-on guidance or funding (however, they will always make the utmost effort to find alternatives in the event they themselves cannot assist in the required fashion)
- Volunteer Centres must place an emphasis on serving their entire community, meaning help for individuals may be limited and priority may be given to initiatives which more closely align with the stated goals or current priorities of the Centre.

Volunteer Centres- Locations

Information and Volunteer Centre for Strathcona County

Strathcona County's Leader in Community Information and Volunteerism

Address: 100 Ordze Avenue Sherwood Park, AB T8B 1M6

Phone: (780) 464-4242

Email: info@ivcstrathcona.org

Website: www.ivcstrathcona.org

Services-

- Searchable online database for organizations to post their volunteer opportunities located on website.
- Community event brochure accessible online, through email or hard copy pickup at IVC's office, the Library, Strathcona County reception desks and Common Ground Community Café. Submissions can be sent to caron@ivcstrathcona.org. Information must be in by the beginning of the third week of the month prior to when the information is to be submitted.
- Promotion through IVC website and social media platforms.
- Volunteer Opportunity listing in Sherwood Park News: Contact susan@ivcstrathcona.ca at least ONE week prior to the Friday issue
- Host for Grant Connect: Canada's premier grant-finder database which can be accessed free of charge via an on-site station.

Edmonton Chamber of Voluntary Organizations

Address: Edmonton Chamber of Voluntary Organizations Suite 255 Bonnie Doon Shopping Centre Edmonton, AB, Canada T6C 4E3

Phone: (780) 801-4727

Email: volunteerism@ecvo.ca

Website: ecvo.ca

Services-

- Advocacy for good standards of practice in volunteer involvement.
- Facilitation of collective action among organizations that support volunteerism.
- Providing capacity building workshops and professional development for organizations.
- Individual volunteer listings for the Edmonton area.
- Outreach programs for isolated individuals.

Stony Plain Family & Community Support Services & Volunteer Centre

Address: 4905 51 Avenue Stony Plain, AB T7Z 1Y1

Phone: (780) 963-8583

E-mail: volunteercentre@stonyplain.com

Website: www.stonyplain.com/Town-Hall/Departments/Family-and-Community-Support-Services--FCSS-/Volunteer-Centre.htm

Services-

- Online promotion for events and opportunities.
- Advice and guidance for starting non-profits in Stony Plain.

St. Albert Community Information & Volunteer Centre

Address: 10-215 Carnegie Dr. St. Albert, AB T8N 5B1

Phone: (780) 459-6666

Email: answers@stalbertcivc.com

Website: www.stalbertcivc.com

Services-

- Contact information for more than 400 St. Albert programs and services.
- Individual matching with volunteer opportunities.
- Soaring program for matching youth with volunteer opportunities.
- Sidekicks Mentorship program for matching adult/family mentors with youth.
- Community Volunteer Income Tax Program for those who are eligible.

Volunteer Centre of Fort Saskatchewan

Address: Jubilee Recreation Centre 10015-102 Street Fort Saskatchewan, AB T8L 2C5

Phone: (780) 992-6281

Email: vcfortsask@telus.net

Website: <http://volunteerfortsask.ca/>

Services-

- Volunteer engagement and referrals.
- Provides information to community organizations in the area of volunteer program management.
- Management workshops upon request.
- Volunteer Week activity organization.

Print Media

Why use it:

- According to 2016 data cited by the Edmonton Journal¹, Postmedia Network Inc. and Torstar Corp., whose publications include the Edmonton Journal, Edmonton Sun, and Edmonton Metro newspapers, enjoy high weekly readership and have sustained their numbers in spite of economic slowdown.
- Older demographics who may be likely volunteers or event participants for non-profits have been slow adopters of online sources of news and media, making in-print advertisements in local papers an attractive option.
- Changes in the print media industry have driven down the costs of advertising in-print, and offering non-profit promotion is always an attractive P.R. undertaking for companies.
- Print media campaigns synergize well with other promotional means (e.g. promotional signage).

Tips:

- Physical ad space in newspapers varies based on the paper and demand, as well as whether the promotion you're seeking is paid or free.
- As with promotional signage, minimal text and originality will allow for a more competitive ad, and tracking response rates are important
- Most organizations will offer online promotion as well as in-print.
- Important to know your organizational needs ahead of time and if the paper you are approaching can accommodate you.

Limitations:

- Papers can only reach as far as their readership.
- Never a guarantee that your ad will be visible and effective regardless of your investment.
- In spite of relatively stable numbers in the Edmonton region, readership of newspapers worldwide continues to shrink, or move online.

¹ <http://edmontonjournal.com/news/local-news/edmonton-journal-readership-remains-strong-according-to-latest-figures>

Print Media- Organizations

Edmonton Sun

Address: 10006-101 St, Edmonton AB, T5J 0S1

Chief Editor: David Breckenridge (780) 468-0107

Switchboard: (780) 468-0100

News Tips: (780) 468-0281

Email: edm-citydesk@sunmedia.ca/dave.breckenridge@sunmedia.ca

Website: www.edmontonsun.com

Info: Online and in-print ads for the Sun and Examiner can be submitted through their website with prices varying based on duration.

Edmonton Journal

Address: 10006-101 St, Edmonton AB, T5J 0S1

Chief Editor: Margo Goodland (780) 429-5201

Switchboard: (780) 429-5100

News Tips: (780) 429-5200

Email: mgoodhand@edmontonjournal.com

Website: www.edmontonjournal.com

Info: Submit events online under "Entertainment"-> "What's On Calendar".

Sherwood Park News

Address: 168 Kaska Road, Sherwood Park AB, T8A 4G7

Switchboard: (780) 464-0033

Email: spn.news@sunmedia.ca

Website: www.sherwoodparknews.com

Info: To have your event included in the printed Community Listings email event information either call or email.

Edmonton Examiner

Address: 10006-101 St, Edmonton, AB, T5J 0S1

Editor: David Breckenridge (780) 468-0107

Switchboard: (780) 468-0100

Email: edmontonexaminer.classifieds@sunmedia.ca/
dave.breckenridge@sunmedia.ca

Website: www.edmontonexaminer.com

Info: Online and in-print ads for the Sun and Examiner can be submitted through their website with prices varying based on duration.

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Vue Weekly

Address: #200, 11230 - 119th Street, Edmonton AB, T5G 2X3

Switchboard: (780) 426-1996

Email: skinner@vueweekly.com

Website: www.vueweekly.com

Info: All listings are due on Fridays before 3pm. Email the event details to the above address.

Coffee News

Address: 17303 107 Ave Edmonton, AB, T5S 1E5

Owner: Walter Heuvingh

Switchboard: (780) 220-6397

Email: walter@coffee-news.ca

Website: www.coffee-news.ca

Info: "What's Happening" section to publicize events. No charge for non-profits using the online form.

Metro

Address: 2070 10123- 99 Street NW, Edmonton AB, T5J 3H1

Switchboard: (780) 702-0592

Email: alex.boyd@metronews.ca

Website: www.metronews.ca

Info: No specific events section, however if space is available, a small article can be inserted as part of a "What's Going on this Weekend" section. Email event details as soon as possible.

Radio

Why use it:

- Radio as a medium is consumed by virtually every adult demographic depending on the station, especially in the Edmonton area where a large percentage of the population depends on cars for transportation and there exists a variety of competitive stations
- Stations can offer a variety of services including on-air promotion at a reduced cost, program specific promotion providing the event coincides with the show's message or other endeavours, and online promotion via event calendars.
- Radio promotion can be very memorable and leaves room for creativity depending on what the station wants to do.

Tips:

- Identify the stations which cater to the audience you are trying to reach and (if possible) individual shows and hosts on that station with connections to the cause you are trying to promote.
- Stations usually operate under a media organization which owns multiple stations, so successful negotiation with a parent organization can lead to cross-station promotion.
- Concise and professional communication with station representatives is paramount for developing the relationship necessary for promotion of any kind.

Limitations:

- Promotion with an individual show or station can be difficult to secure, is never guaranteed, and is entirely up to the discretion of production managers, organization reps etc.
- New organizations may be discouraged by the potential resource investment required, and may be less attractive to production managers who want to maximize the use of their air-time.
- PSAs and online promotion will be easier to attain, but reach fewer people.

Radio- Stations

CBC Radio One CBX 740AM & CBC Radio Two CBX 90.9 FM

Address: 10062-102 Ave, Edmonton AB, T5J 2Y8

Assignment Producer: Randy McDonald

Phone: (780) 468-7401

Email: cbx.edmonton@cbc.ca

Website: <http://www.cbc.ca/news/canada/edmonton/contact-cbc-edmonton-1.4020009>

Info: Individual CBC radio programs have their own individual phone numbers, and can be contacted by organizations looking to promote specifically with their program. Events/organizations which are established and coincide with program values or commitments can be offered interviews or special promotion, but it is at the program producer's discretion.

CHFA Radio Canada 680 AM (French Radio)

Address: Suite 123, 10062-102 Ave., Edmonton AB, T5J 2Y8

Program director: Lynn Ouellet

Switchboard: (780) 468-7500

Newsroom: (780) 468-7848

Email: nouvelles.alberta@radio-canada.ca

Website: www.radio-canada.ca/alberta

New Cap Radio: CFCW 790 AM, Capital 96.3 FM & CIRK 97.3 FM (K97)

Address: #2394 West Edmonton Mall, 8882-170 St, Edmonton AB, T5T 4M2

General Manager: Niel Cunningham

Switchboard: (780) 437-4996

Email: bshelton@newcap.ca

Website: www.cfcw.com/www.k97.fm/www.963capitalfm.com

Info: CFCW PSA segment every Friday and event calendars exist on all 3 station sites. Submit relevant information by email.

CJCA 930 AM (The Light) & CJRY 105.9 FM (Shine)

Address: 5316 Calgary Trail NW, Edmonton, AB, T6H 4J8

Switchboard: (780) 466-4930

Email: 105.9@shinefm.com

Website: www.am930thelight.com/www.cjry.ca

Info: Submissions for Community Events, etc. are online under events-submit. Stations cater to a religious audience.

CFWE (satellite and online) The Native Perspective

Address: 13245 - 146 Street, Edmonton AB T5L 4S8

Switchboard: (780) 455-2700

Email: wally@cfweradio.ca

Website: www.cfweradio.ca

Info: Submit all relevant event data to wally@cfweradio.ca. While the station is usually slanted towards programming for indigenous populations all event submissions are considered.

The Jim Pattison Broadcast Group: NOW Radio 102.3 & UP 99.3

Address: Suite 102, 9894 42 Ave NW, Edmonton, Alberta, T6E 5V5

Contact: Jason Chanoser (780) 438-8479

Switchboard: (780) 433-7877

Email: controlroom@1023nowradio.com/chat@up993.com

Website: www.1023nowradio.com/www.up993.com

Info: UP 99.3 has an events calendar for non-profit promotion which can be found on their website. Event information can be submitted to the general emails for both stations where a determination will be made if there is a promotional fit with individual shows on either station.

CORUS Radio Group: CISN 103.9FM, iNews 880AM, CHED 630AM & Fresh 92.5 FM

Address: 5204 – 84 St, Edmonton AB, T6E 5N8

Switchboard: (780) 440-6300

Newsroom: (780) 469-6397

Email: karlee@cisnfm.com (Promotions Coordinator for Corus)

Website: www.cisnfm.com/www.inews880.com

www.630ched.com/www.925freshradio.ca

Info: Specific non-profit rate for advertisements as well as possibilities for PSAs and program specific promotion at the production managers' discretion. Event calendar available with submission options found online.

Bell Media: The Bear 100.3 FM, Virgin Radio 104.9 FM & TSN 1260AM

Address: #100, 18520 Stony Plain Road, Edmonton AB, T5S 2E2

Switchboard: (780) 486-2800

Website: www.iheartradio.ca/100-3-the-bear/

www.iheartradio.ca/virginradio/edmonton/www.tsn.ca/radio/edmonton-1260

PSA Info: On air promotions and online ad hosting at reduced rates. For all information use the online contact form where your information will be received and disseminated by promotional managers to relevant parties for PSA purposes or promotion with individual programs.

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CJSR 88.5 FM (U of A Campus Radio)

Address: Room 0-09 Students Union Building, U of A, Edmonton AB, T6G 2J7

News Contact: Chris Chang-Yen Phillips

Switchboard: (780) 492-2577

Email: psa@cjsr.com

Website: www.cjsr.com

Info: On air time offered for public events only, call for more information.

Rogers Media: KiSS 91.7 & Sonic 102.9 FM

Address: 5915 Gateway Blvd, Edmonton AB, T6H 2H3

Switchboard: 780-423-2005

Website: www.kiss917.com/www.sonic1029.com

Info: Email form available through "Contact Us" tab.

Television

Why use it:

- Local news broadcasts are a wonderful way to raise organization or event profile, as they lend an air of professionalism.
- With a number of stations in the Edmonton area there is a decent chance one or more stations will be willing to provide coverage or partnership as long as they are contacted far enough in advance.

Tips:

- Just as with radio advertisement, television producers will be more inclined to promote events and organizations which are well established and can guarantee a certain level of quality for their viewership.
- Again similar to radio stations, Edmonton news organizations typically run events calendars on their websites which are available for community event promotion.
- Because any live coverage of events cannot be used for promotion in-advance, this kind of promotion should be sought for either raising the profile of an organization looking to hold similar events in the future, or promoting a recurring event which will be organized in a similar fashion in the future.
- Events which involve a spectacular element which lends itself to a visual broadcast (a charity hockey game, fireworks, cycling or running race etc.) will do a better job of not only securing interest from the station, but also producing an engaging segment which will reflect well on the organization.

Limitations:

- Promotion is at the television producers and stations discretion, including whether or not relationships are created, maintained, and ultimately result in on-air coverage
- Stations are busy and may be difficult to maintain contact with as multiple people may be involved in the decision making process
- As more people stop watching traditional television, especially younger demographics, promotion through news broadcasts may be less effective

Television- Stations

CTV Edmonton (CFRN-TV)

Address: 18520 Stony Plain Road, Edmonton AB, T5S 1A8

News director: Dan Kobe

Switchboard: (780) 483-3311

Newsroom: (780) 484-3375

Website: edmonton.ctvnews.ca

Info: Call the switchboard and express interest in seeking non-profit promotion. A producer or advertising agent may be able to accommodate organizational needs. Use "Events Calendar" link on website and "Submit Your Event"

CBC-TV

Address: Suite 123, 10062- 102 Avenue, Edmonton AB, T5J 2Y8

News director: Gary Cunliffe (780) 468-7505

Switchboard: (780) 468-7500

Newsroom: (780) 468-7555

Email: cbxtedmonton@cbc.ca

Website: www.cbc.ca/edmonton

Info: Submit event details and contact information to the above email address where producers will evaluate what sort of promotion (if any) can be done for the event. Advertising is also available online under "Community Events" and "Submit your event."

Global TV

Address: 5325 Allard Way, Edmonton AB, T6H 5B8

News director: Michael Fulmes

Switchboard: (780) 436-1250

Newsroom: (587) 525-9100

Email: edmonton@globalnews.ca/michael.fulmes@globalnews.ca

Website: <http://globalnews.ca/edmonton>

Info: Submit event details to the above email address, producers will evaluate if events are worth pursuing and will reach out to organizations for partnership. Events can be featured on their website as a part of "OurYEG".

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CITY TV

Address: 10212 Jasper Avenue, Edmonton AB, T5J 5A3

Producer: Stan Papulkas

Switchboard: (780) 424-2222

Contact for events: Lesley Thompson Extension- 2727

Website: <http://www.citytv.com/edmonton/community/sysd-edmonton/>

Info: Events can be shown online and featured on "Stuff you should do", as well as covered by an events crew. For more information call Lesley Thompson at the number and extension listed above.

CBXFT (French TV)

Address: Suite 123, 10062-102e Ave, Edmonton AB, T5J 2Y8

Switchboard: (780) 468-7500

Contact: nouvelles.alberta@radio-canada.ca

Website: www.radio-canada.ca/alberta

Classified/Volunteer Online Advertising

Why use it:

- As consumers continue to increase the amount of services and products they access through the internet, online advertising has emerged as the premier means for organizations to cost-efficiently market themselves to the public.
- Third-party sites which host event calendars and postings can allow established non-profits to tap into existing traffic streams outside of their own sites, and new non-profits to establish a foothold without having to invest heavily in their own infrastructure.
- Since multiple sites can be posted on with the same ad, it is cost effective and efficient to advertise with as many sites as are available.
- Some sites allow for direct visit tracking, making identification of successful postings easy.

Tips:

- Post everywhere and post often.
- Track response rates and narrow down which sites are most effective
- Pay attention to site rules regarding how long postings can remain active for.
- Include relative contact information or links to your organization's websites and social media pages to funnel traffic towards relevant information.
- Be brief, as typical internet browsers don't read what is too long.

Limitations:

- Unlikely to be the only type of promotion required.
- On average, older demographics are less likely to use the internet, making them less likely to see online advertising.
- Classified-style sites often limit the amount of options available to users for personalizing their ads, making it difficult to stand-out amongst the other postings.
- Most sites cater to the entire Edmonton area, making targeting Strathcona County more difficult.

Classified/Volunteer Online Advertising- Websites

Govolunteer

Email: info@govolunteer.ca

Website: www.govolunteer.ca

Info: Membership required through ECVO. Add new volunteer positions online. The members' only section offers a self-managed volunteer tool for not-for-profit organizations. Organizations can post, edit, and delete volunteer positions, in addition to keeping membership profile information current. Any changes made are reflected on the website, ensuring accurate and timely advertising for the organization and its volunteer opportunities.

Strathcona County Community Calendar – IVC

Address: 100 Ordze Ave. Sherwood Park, AB, T8B 1M6

Phone: (780) 464-4242

Email: caron@ivcstrathcona.org

Website: www.ivcstrathcona.org

Info: Access the Community Calendar page on our website and click add a new event online (physical copies are also distributed). Include event details, contact information and a limited description.

University of Alberta Volunteer Site

Address: Suite 0- 22, Students' Union Building, 8900 – 114 St, Edmonton AB, T6G 2J7

Phone: (780) 492-4212

Email: info@su.ualberta.ca

Website: www.su.ualberta.ca/services/infolink/volunteer/

Info: Events registered with the U of A can post opportunities and event information to this site. Involving events with universities can be hugely beneficial for exposure and resources. Navigate to event promotion on the left side of the page.

Edmonton Found Locally

Website: edmonton.foundlocally.com/

Info: Classified posting site for the Edmonton area. Go to the "Events tab" on the website, then click "Add New Listing" to post.

Edmonton.ca

Website: www.edmonton.ca

Info: The city of Edmonton's official website. Go to the "Attractions and Recreation" tab, scroll down to the Events Calendar on the left side and click "Submit an Event" to be taken to the submission form.

Charity Village

Website: www.charityvillage.com

Email: westernhelp@charityvillage.com

Info: Canada's supersite for the non-profit sector: 3,000 pages of news, jobs, information and resources for executives, staffers, donors, and volunteers. Go to "Directories" to see and post volunteer and event listings.

Edmonton Kijiji

Website: www.kijiji.ca

Info: Kijiji offers Edmonton classifieds in buy and sell, jobs, housing, pets, personals and other categories. Under "volunteers" in the "community" volunteer opportunities, group activities and events can be advertised for free.

Idealist

Phone: (646) 786-6886

Website: www.idealist.org

Info: Idealist is a project of Action without Borders, a non-profit organization. The site allows people and organizations to locate opportunities and supporters. Contact can be made via the website by clicking "Post A Listing" in the top right corner or by calling the above number (New York based).

Alberta's Youth Volunteer Society

Phone: 780-913-8109

Website: <http://actiongeneration.ca/>

Info: An online volunteer hub designed for youth ages 14 to 24. Click the submit tab and make an account in order to post events.

Social Media

Why use it:

- Social media usage has proliferated to the point that 2.51 billion people worldwide use some form of it², making the potential exposure substantial for any organization.
- A diverse range of social media platforms cater to a wide variety of organizational needs (Short-form announcements, long-form information pages, visual media sharing etc.).
- In their efforts to carve out a niche in an extremely competitive and uncertain market, social media corporations have uniformly done their utmost to make their services as simple and user friendly as possible, allowing for virtually anyone within an organization to begin establishing a social media presence.
- A wide range of statistics exist both from social media corporations providing stats they gather on how posts/pages are performing and from external sites tracking the overall performance of social media platforms relative to one another, making it easy to identify the superior service initially, and on an on-going basis.

Tips:

- To select a social media platform, identify what goals your organization is looking to accomplish with social media (create a community presence, establish a community dialogue, and promote individual events) and think critically about the unique strengths of each platform.
- Strategies for what types of images to use, how to communicate and when to post are all optimizable skills for your organization to acquire.

Limitations:

- The amount of organizations all competing for attention on social media can lead to oversaturation and consumer burnout.
- Fostering an active involvement with your organization's social media can be extremely difficult, as translating clicks and views into actual event or volunteer attendance is a large barrier to overcome.

² <http://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>

Social Media- Platforms

Facebook-

Website Address: www.facebook.com

Platform Description: Offering individuals and groups the opportunity to create their own dedicated profiles to acquire mutual friends and followers, post pictures and status updates, express interest in events and products, and chat with other users, Facebook has become the “default” social media platform for many due to its comprehensive features and dedicated following.

User Demographics: Facebook is the most popular social media platform by a wide margin (1.871 billion active users relative to 600 million for Instagram and 317 million for Twitter.)³ According to 2015 statistics, 59% of Canadians use Facebook, across all age demographics⁴. Speaking generally, a majority of people who use the internet (82% of 18-29 year-olds, 79% of 30-49 year-olds, and 56% of ages 65+⁵) are on Facebook.

Why Use It: Facebook’s ability to create publicly visible events with information attached, to streamline communication with current and prospective organization stakeholders, and to network with a built in community of billions make it perfect for any sized non-profit looking to get free exposure and community engagement.

Resource- <https://nonprofits.fb.com/>: an excellent introductory site for non-profits looking to use Facebook more effectively.

Tumblr-

Website Address: www.tumblr.com/login

Platform Description: Tumblr offers many of the same features as Facebook in terms of personal profile creation and posting to a larger community, but does so with more customization options and a greater emphasis on blogging (Tumblr accounts generally serve as the users’ literary outlet).

User Demographics: Tumblr has 345 million registered accounts, with the majority of users living in the United States⁶. Tumblr users are younger on

³ <http://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>

⁴ <http://www.adweek.com/digital/canada-social-media-study/>

⁵ <https://blog.hootsuite.com/facebook-demographics/>

⁶ <https://www.statista.com/topics/2463/tumblr/>

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average than Facebook users (49.6% of American users are in the 18-34 age range⁷).

Why Use It: While not as widely popular as Facebook, Tumblr has still generated a dedicated following amongst younger people and the more artistically inclined. For non-profits looking to differentiate themselves or with a focus that lends itself to more artistic expression than Tumblr can be used well in conjunction with a Facebook page or on its' own.

Resource- www.socialmediaexaminer.com/how-to-use-tumblr-for-business: A more general approach for how businesses can use Tumblr effectively which is largely transferrable to non-profits.

LinkedIn-

Website Address: www.linkedin.com/uas/login

Platform Description: Once again, LinkedIn offers many of the same features as Facebook (online networking, profile construction, online chat) but with a twist. While Tumblr markets itself as a site for the young and artistically-minded, LinkedIn defines itself a social networking platform for business professionals, with an emphasis placed on displaying users' professional histories and skills for the purpose of creating meaningful networking connections.

User Demographics: According to LinkedIn' self-reported statistics⁸, 433 million users have registered LinkedIn profiles, with 106 million users per month. Men make up 56% of the user base, along with 41% of the world's millionaires. 39 million students or recent graduates use LinkedIn, and 13% of users are in the 15-34 age range.

Why Use It: For non-profits looking for promotion and recruitment within the business community (for volunteers, employees, board members etc.) or catering to a professional clientele, a LinkedIn company page can be a worthwhile investment. Users of LinkedIn are specifically seeking to operationalize their social media usage to assist with their professional advancement, making them a very valuable community to become acquainted with.

Resource- nonprofits.linkedin.com/: an excellent introductory site for how non-profits can use LinkedIn to benefit their organization.

⁷ <https://www.statista.com/statistics/244209/age-distribution-of-tumblr-users-in-the-united-states/>

⁸ <https://www.linkedin.com/pulse/2016-linkedin-stats-you-should-know-updated-katy-elle-blake>

Twitter-

Website Address: www.twitter.com

Platform Description: While Facebook, Tumblr and LinkedIn center on the construction of a profile, Twitter emphasizes posting. Users send 140 character messages (tweets) which other users can see, react to, respond to, and transmit.

User Demographics: With a total of 317 million monthly active users and 100 million active users⁹, Twitter has a dedicated following, particularly among celebrities who use tweets to communicate information to their fans. Slightly more men than women use the platform (24% of male internet users relative to 21% of female), and the largest share of users are between 18 and 29 years old (37%).

Why Use It: Twitter is ideal for organizations looking to keep the larger community apprised of day to day activities and event information. Engaging with other more popular users can lead to easy and consistent exposure. Mastering the art of concise online communication is an invaluable skill in today's world, and Twitter is an excellent outlet to develop and utilize that skill.

Resource- www.nptechforgood.com/2015/02/08/10-twitter-best-practices-for-nonprofits/: Cites some very useful strategies for non-profits to employ when using twitter, including tweeting on less traffic-intensive days and including links to increase the likelihood of retweets.

Snapchat:

Website Address: www.snapchat.com

Platform Description: Predominately used on mobile devices, Snapchat is a sharing platform which allows users to send images and videos to individuals that are then deleted after a short time, and with all of their followers in "stories" which can be viewed for a longer amount of time

User Demographics: As of February 2017, 158 million people use Snapchat every day¹⁰. More than other platforms, Snapchat is extremely popular amongst younger people and less popular among older people, with 60% of Snapchat users being 24 and under, and 86% of users being 34 and under¹¹.

Why Use It: While less conventional than Facebook or Tumblr, Snapchat can be utilized by non-profit organizations looking to connect to a younger

⁹ <https://www.omnicoreagency.com/twitter-statistics/>

¹⁰ <http://www.businessinsider.com/how-many-people-use-snapchat-user-numbers-2017-2>

¹¹ <https://www.statista.com/statistics/326452/snapchat-age-group-usa/>

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audience. When identifying what people your organization is looking to work with/for, it's important to reach them in a way that they find engaging. A Snapchat story with behind-the-scenes footage from an event can really open a window for prospective volunteers in an exciting way.

Resource- www.socialmediaexaminer.com/5-ways-to-use-snapchat-for-business/: A number of interesting ways in which Snapchat was effectively utilized to help promote events for businesses.

Instagram:

Website Address: www.instagram.com/?hl=en

Platform Description: Instagram allows users to edit and post pictures and videos of themselves to a dedicated individual profile which is seen by followers of the profile and the wider public. Much like how Twitter emphasizes the public posting of short messages, Instagram markets itself as the premier visual media platform.

User Demographics: According to self-reported statistics, Instagram has 500 million users and 300 million daily active users¹². 55% of American 18-29 year-olds who use internet have Instagram accounts, with a disproportionate amount of woman using the platform relative to men (31% of online women, and 24% of online men)¹³.

Why Use It: For any non-profit looking to promote visually, Instagram is a must. The interface is easy to use; pictures which are original or unique are routinely given mass exposure for no cost, and it synergizes nicely with other social media platforms (pictures posted to Instagram can be set to automatically upload to Facebook).

Resource- www.themiceblog.com/best-ways-to-promote-events-using-instagram/: A number of helpful tips for event promotion through Instagram.

¹² <http://blog.instagram.com/post/146255204757/160621-news>

¹³ <https://blog.hootsuite.com/instagram-demographics/>

For More Information...

Please contact the Information and Volunteer Centre for Strathcona County (IVC) for more community resources, promotional opportunities, or to suggest new organizations to be included in future versions of the Promotion and Media Guide.

Phone: (780) 464-4242

Email: info@ivcstrathcona.org

Website: www.ivcstrathcona.org