

SOCIAL MEDIA ANALYSIS & GUIDE

2014-2015

**TORONTO SOUTH LOCAL IMMIGRATION
PARTNERSHIP**



INTRODUCTION

The purpose of this Social Media Analysis and Guide is to provide insight into the effectiveness of the social media platforms currently utilized by the Toronto South Local Immigration Partnership (TSLIP). This analysis will provide an overview of the social media tools currently implemented by the Toronto South LIP, and will include suggestions and recommendations to optimize the quality of member engagement and inter-agency collaboration.

The Toronto South LIP staff team shares responsibility in the maintenance and growth of the variety of social media platforms currently utilized. While this structure certainly enhances the quality of interaction with members, it can also make it more difficult to maintain consistency in usage, voice, and purpose. This document is intended to be a shared and accessible guide to ensure optimal use of the Toronto South LIP's social media platforms in achieving objectives outlined in the Settlement Strategy & Action Plan.

OVERVIEW

The Toronto South LIP is a community partnership committed to the development and implementation of a local settlement strategy that coordinates and enhances service delivery to newcomers, while promoting innovation and efficient use of resources. The Toronto South LIP membership includes more than 60 agencies and organizations in the area that provide services to newcomers.

A priority for the Toronto South LIP is to encourage and facilitate inter-agency collaboration and partnership to help strengthen the sector and the services provided to newcomers.

In the past, the Toronto South LIP has predominantly used social media as an information sharing tool. However, as the LIP moves forward into the implementation phase of the Toronto South LIP Settlement Strategy & Action Plan, the role of social media platforms can expand to help meet those objectives.

Recent recommendations from members of the Settlement Services Working Group, highlight social media as a useful tool to help encourage partnership building and collaboration. This directive emerged from conversations regarding opportunities for the Toronto South LIP to help facilitate collaborative marketing, communications and outreach.

This analysis will outline how the following sections of the Settlement Strategy will be directly supported through the expanded use of social media:

- Section 1: Partnership & Service Delivery Cooperation
- Section 2: Information, Outreach and Service Navigation
- Section 3: Planning, Research & Assessment

A more detailed exploration of how each social media platform will help meet the Settlement Strategy objectives will be described in the "Overall Analysis of Quality of Social Media" section of this document.

VISION

The Toronto South LIP's vision is that newcomers in the Toronto South area feel welcome, safe, supported and empowered in achieving their settlement dreams. Services and resources available in the area effectively support newcomers in achieving full social, cultural, economic, and political inclusion. Newcomer contributions are acknowledged and valued, and Toronto

South's neighbourhoods and communities are enhanced as a result of the equitable participation of all community members.

MISSION

The Toronto South LIP's member organizations are committed to exploring new ways of *communicating, collaborating, coordinating, and partnering* for the benefit of newcomers in the Toronto South area. The Toronto South LIP are committed to working together to provide a collaborative network of coordinated information, programs, supports, and services for newcomers.

COMMUNICATION GOAL FOR TSLIP'S SOCIAL MEDIA STRATEGY

The primary communication goal in utilizing social media should be reflective of the Toronto South LIP's overall mission and objectives. Following from this, these platforms should be used to help facilitate communication, collaboration, coordination, and partnership between member agencies and their staff.

SOCIAL MEDIA EFFORT

The Toronto South LIP has been actively utilizing [Twitter](#) as an effective information sharing tool since July 2012. Starting in July 2014, additional efforts have been made to expand the Twitter account so it can be used as a tool to engage with member agencies and generate meaningful conversations within the settlement sector community.

The Toronto South LIP has also been utilizing a [YouTube](#) account since March 2013. The YouTube channel is primarily used to post videos from LIP events, seminars, webinars, and other trainings.

In addition, in July 2014, an online Community of Practice forum was created on [LinkedIn](#) for Toronto South LIP members and other relevant stakeholders within the settlement sector.

Twitter



Snapshot of Toronto South LIP's Twitter Account

The Toronto South LIP maintains a Twitter account which is regularly updated with relevant and timely news stories which would be of interest to those in the settlement sector.

More recently, the account has been increasingly used for engagement with Toronto South LIP members and other key players in the sector. This shift included designing the Twitter page to reflect the Toronto South LIP brand. Engagement activities have included advertising member and community events, replying to member agency tweets, and retweeting member's content.

In addition, a Toronto South LIP Member's List has been generated on the account to create a simplified stream of relevant content. This has helped further facilitate interaction with members on a more consistent basis.

Since expanding the focus to include engagement strategies, the account has gained ~80 new followers, many of whom are prominent individuals or organizations within the sector. This increased activity has ensured that the account is consistently growing in following.

Twitter Statistics as of October 15th 2014 via *foller.me*

Followers: 286
 Following: 275
 Tweets: 644

Topics

The topics section shows the overall words usage on Twitter in form of a tag cloud. The more a certain word is used, the larger it is in the cloud.

WHAT THIS IS ALL ABOUT

community support time foreign permanent story program resident service access presenting nannies newcomer immigration clients canadian reactions youth family looking learn temporary house kids help cindy ottawa practice equal trauma citizenship immigrants services 13th refugee south newcomers interview health job programs immigrant cuts open aug sale research getting canada park filipino toronto succeed stress worker join workers via refugees cic care

Hashtags

Tagging is not essential to Twitter, but can definitely grow your reach.

POPULAR HASHTAGS

#cdnimm #topoli #tslip #toronto #newcomers #norecruitmentfees #healthcare #refugee #voting #culturalcompetency #tsl #freshfood #rcis #ccdimm #volunteer #engageto #employment #onpoli #canada #poverty

@ Mentions

This section shows the user profiles that @ has interacted with.

MENTIONS AND @REPLIES MEANS INTERACTIONS



Twitter Successes (July – October 2014):

Shout-Outs:



Work and Culture @WorkandCulture · Sep 15

Thanks @StartFreshHere @torontosouthlip @heremagazineCA for being top new followers in my community this week (via buff.ly/1y6g32H)

3:54 PM - 15 Sep 2014 · Details

Collapse

Reply Retweet Favorite More

Reply to @WorkandCulture @StartFreshHere @heremagazineCA



Start Fresh Media @StartFreshHere · Sep 15

@WorkandCulture @torontosouthlip @heremagazineCA very welcome!

Expand

Reply Retweet Favorite More



Toronto South LIP @torontosouthlip · Sep 15

@WorkandCulture @StartFreshHere @heremagazineCA Thank you for the shout-out!

Expand

Reply Favorite More

Popular Retweeted Community Event:

Ashley and 4 others retweeted you

Aug 12

Aug 12: 500,000 #Toronto residents live in #poverty. What will mayoral candidates do about it? Find out on August 28 (free!) torontomayorpovertyevent.eventbrite.ca



Members Sharing Member's Events:



Neighbourhood Link @NeighbourhdLink · Aug 27

MT @torontosouthlip: Support Toronto South LIP member @epilepsytoronto Check out @BuskerFestTO! Noon today torontobuskerfest.com/whatsup_time_1

...

8:45 AM - 27 Aug 2014 · Details

Collapse

Reply Retweet Favorite More

Follow Fridays:

 **Polycultural** @polycultural · Sep 12
 #ff to some of our #cdnimm friends- @WoodGreenDotOrg @YMCAGTA @immigranttips @Settlement_Org @torontosouthlip @newcomeryouth @NEW_Employment

RETWEETS 3 FAVORITES 3

5:40 AM - 12 Sep 2014 · Details

Collapse Reply Retweeted Favorite More

Reply to @polycultural @WoodGreenDotOrg @YMCAGTA @immigranttips @Sett...

 **Toronto South LIP** @torontosouthlip · Sep 12
 @polycultural @WoodGreenDotOrg @YMCAGTA @immigranttips @Settlement_Org @newcomeryouth @NEW_Employment Thank you for the support!

Expand Reply Favorite More

Acknowledgement Following Live-Summit Tweeting:

 **Strong Roots** @StrongRoots_SK Following

Nice to see LIP's participating at #CISummit2014 - learned a lot about collaboration from past work w @Immigrate_Ktown

Reply Retweeted Favorited More

RETWEETS 3 FAVORITES 4

9:19 AM - 6 Oct 2014

Interaction with Member Agencies:



CultureLink @CultureLinkTO · Aug 7

TD managers interview non-stop in these rooms. For some newcomer clients, it's their 1st ever job interview in Canada pic.twitter.com/kFqpO3TKKt

View photo

Reply Retweeted Favorite More



Toronto South LIP @torontosouthlip · Aug 8

@CultureLinkTO What a great partnership!

Expand

Reply Delete Favorite More



CultureLink @CultureLinkTO · Aug 8

@torontosouthlip thank you 4 the RT and support!

FAVORITE

1



YouTube



About Posts Photos **YouTube** Reviews

Toronto's YouTube videos
Videos shared publicly in Toronto's YouTube channel.

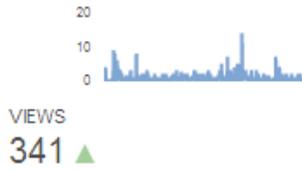


Snapshot of Toronto South LIP's YouTube Channel

The Toronto South LIP has a YouTube channel which was created in March 2013. There are currently nine videos posted and the channel has garnered 341 views to date. The channel has predominately been used to post workshops, trainings, and other relevant video content.

YouTube Statistics as of August 25th 2014 via YouTube Analytics

Performance



Top 10 Videos

[Browse all content](#)

Video	Views [?] ▼	Estimated minutes watched [?]
Refugee Mental Health Project	74 (22%)	106 (16%)
Cultural Competency in the Context of Trauma	63 (19%)	110 (17%)
Hope After the Horror	50 (15%)	37 (5.7%)
Journey to Promote Mental Health	38 (11%)	123 (19%)
Speech by Dalu Ndlovu, Social Justice Advoc...	36 (11%)	103 (16%)
Community Resources and Making Successf...	31 (9.1%)	15 (2.3%)
Navigating the Mental Health System	26 (7.6%)	52 (7.9%)
Opening Remarks	13 (3.8%)	24 (3.6%)
Coping with Changes to the Interim Federal H...	10 (2.9%)	78 (12%)

Demographics

TOP GEOGRAPHIES

- Canada
- United States
- Australia
- United Kingdom
- India



Discovery

TOP PLAYBACK LOCATIONS

- YouTube watch page 90%
- Embedded player on other websites 6.2%
- Mobile devices 3.8%



TOP TRAFFIC SOURCES

- YouTube search 36%
- External website 20%
- Unknown – direct 13%
- Other 30%



LinkedIn



Snapshot of Toronto South LIP's LinkedIn Group

In July 2014, following recommendations from the Settlement Services Working Group, an online Community of Practice was created on LinkedIn for Toronto South LIP members and other relevant stakeholders within the settlement sector.

This platform is in the early development stages and primary objectives include growing a strong base of members and encouraging member-driven content and conversations.

LinkedIn Statistics as of October 15th 2014 via *LinkedIn Group Statistics*

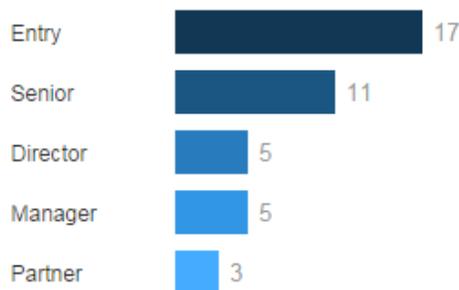
Members

MEMBERS

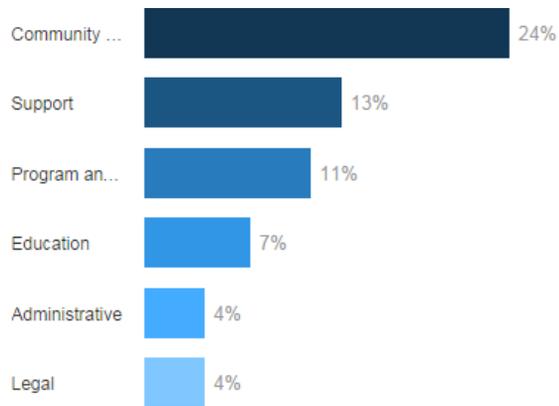
46

Member Seniority

SENIORITY



Member Job Category



**Community and Social Services*

**Program and Project Management*

LinkedIn Example:

Feedback on Projects:



Please provide feedback on the draft research report: Health Services Landscape for the Uninsured

Alison Stanley
Hello everyone!

Over the course of the summer as a placement student with the Toronto South LIP, I have been working on a research project examining the current health service landscape ...

[Toronto South LIP Research](#) [torontolip.com](#)

Like (4) • Comment (3) • Follow • 1 month ago

👍 Nicole Watson, Haweiyi Egeh and 2 others like this

Elmira Galiyeva Alison, thank you so much for the report! You did a wonderful job! I think your overview of the key health issues and access barriers ...
1 month ago

Zahra Mohammadi Bolouk Thank you very much ! Great job!
1 month ago

Alison Stanley Thank you to everyone for the comments and feedback received so far! I agree with you Elmira that an increased focus on mental health ...
1 month ago

Add a Comment...

Member Events Self-Sharing:



Free Zumba Classes for Newcomer & Racialized Women (16+)

Aisha Wilks

Newcomer Women's Services Toronto (NEW) has partnered with Women's Health in Women's Hands Community Health Centre (WHIWH CHC) to offer FREE zumba classes from October 2nd to November ...

Unlike • Comment (4) • Unfollow • 1 month ago

The screenshot shows a Facebook post with the following comments:

- You like this**
- See all 4 comments**
- Aisha Wilks** (1 month ago): Not at all! In fact, I'd appreciate it very much. You can find our flyer here as well if you'd like to include it in the tweet or post it in ...
- Kailey Morin** (1 month ago): Excellent, thank you!
- Aisha Wilks** (29 days ago): Just an update: zumba classes are now from 3:00p.m. to 4:00p.m., not 3:30p.m. to 4:30p.m. The flyer has been updated to reflect the change ...

At the bottom of the screenshot is a text input field labeled "Add a Comment..."

TARGET AUDIENCE & CONTENT

The Toronto South LIP's primary target audience and content varies slightly dependent on the platform used.

The Twitter account's primary **target audience** are member agencies, community groups, and other individuals who may be interested in settlement topics from a variety of scopes. The Twitter account plays a two-part role in producing **content**; one, to disseminate important and relevant news and information, and two, to engage with member agencies and other community groups and organizers.

The YouTube account's primary **target audience** are member agencies' staff and other interested parties who seek out video content on topics which the channel provides. The **content** includes workshops, trainings, and other interesting video series. The mix of audience, with views coming from around the world, helps situate the Toronto South LIP and its participating agencies as expert-knowledge leaders in and outside of the local community.

The LinkedIn online Community of Practice's **target audience** are primarily Toronto South LIP members. It is a private group which requires acceptance to access the content. In addition, the Settlement Services Working Group has agreed to accept other *relevant* non-member stakeholders to the LinkedIn group. Because of this, the **content** is member-derived and revolves around topics of mutual interest that will likely change over time.

It is important to note, that in light of directives from Citizenship and Immigration Canada, the Toronto South LIP's social media accounts are not targeting newcomers themselves. Instead, they are designed to help build capacity within the settlement sector which serves them.

COMPARISON WITH LIKE-MINDED ORGANIZATIONS

A comparison with like-minded organizations can help gauge the effectiveness of the Toronto South LIP's use of social media. The following charts provide a comparison in statistics and use for Twitter, YouTube, and LinkedIn.

The following statistics are as of August 25th 2014:

Twitter

Organization	Twitter Handle	Followers	Tweets
<i>Toronto South LIP</i>	@TorontoSouthLIP	237	534
Guelph Wellington LIP	@GWLocImmPar	270	1,235
Chatham-Kent LIP	@CKLIP	41	33
Sarnia-Lambton LIP	@SarLamLIP	536	1,271

YouTube

Organization	Channel Name	Total Views	Total Videos	Notes
<i>Toronto South LIP</i>	<i>Toronto South LIP</i>	341	9	
London Middlesex LIP	LM LIP	2,867	7	Videos are professionally filmed
Ottawa Local Immigration Partnership	OLIP PLIO	390	14	

LinkedIn

Organization	Group Name	Total Members	Discussions
<i>Toronto South LIP</i>	<i>Toronto South LIP</i>	39	4
LIP SDG PR	Local Immigration Partnership SDG PR	109	134
Toronto West LIP	Toronto West LIP – Labour Market Group	14	3

OVERALL ANALYSIS OF QUALITY OF SOCIAL MEDIA & ITS IMPACT ON SETTLEMENT STRATEGY

The Toronto South LIP has predominately engaged in one-way communication on its social media platforms. While this is an essential model of communication given the role the Toronto South LIP plays for its members, there is an opportunity for the LIP to help fulfill the implementation of the Settlement Strategy and Action Plan by increasing two-way communication.

The need to explore social media platforms came from conversations regarding Section 2: Information, Outreach and Service Navigation, in reference to objective *Joint Marketing and Outreach Campaigns*.

Because of recent directives, the Toronto South LIP's primary audience are Toronto South LIP member agencies, rather than newcomers themselves. With this in mind, the Settlement Services Working Group determined the most effective way to utilize this objective would be to direct collaborative marketing and outreach to the Toronto South LIP membership and other interested parties.

Each of the following social media marketing tools is designed to help facilitate collaborative outreach within the Toronto South LIP community. Whether that is event and service information sharing, building relationships between staff across agencies, or developing a collaborative campaign for and within the membership, the ultimate goal is collaborative marketing and outreach.

Twitter

The Toronto South LIP has had a strong and consistent presence on **Twitter**. The account is competitive when compared to other like-minded organizations. The account has become a reliable source of timely information regarding relevant news stories and changes in legislation and policy. These tweets are well-received by followers and often retweeted.

The recent shift towards engaging member agencies and other community organizations and stakeholders has shown early success in increasing followers and generating conversations. The account will continue to benefit from this additional strategy, and will simultaneously help Toronto South LIP member agencies disperse their messaging and events more effectively. The Twitter account is currently the Toronto South LIP's strongest social media platform.

Settlement Strategy and Action Plan:

Primarily, the Toronto South LIP Twitter account is designed to help achieve Section 2: Information, Outreach and Service Navigation. With the recent shift in strategy, the account has begun to focus on supporting member agencies share their information and outreach efforts with other member agencies and community groups. This enhances the ability of stakeholder groups to have access to the most up-to-date information on available services. It is a value-added mechanism of the LIP for member agencies as their marketing and outreach efforts are further supported and shared.

Secondly, the Twitter account also helps achieve "fostering a collaboration culture" within Section 1: Partnerships and Service Delivery Cooperation. The development of the Toronto South LIP Member's List on the Twitter account is one example of this. This list is public and

allows anyone to find the available Twitter accounts associated with other Toronto South LIP member agencies. In addition, through this account, member agencies are encouraged to interact with other member agencies, which can help to strengthen relationships and can help provide opportunities for members to identify partners for collaboration.

YouTube

The **YouTube** account is the “hidden gem” of Toronto South LIP’s social media platforms. While the account has been lacking in new content and material over the last year, the videos that have been posted have received over 300 views since the channel opened. These views have come from all over the world, and many have been rooted out of YouTube searches for key words. This indicates an interest from a wider audience than just Toronto South LIP members. It also indicates the Toronto South LIP needs to promote the YouTube channel more deliberately within the membership. The YouTube channel gives the LIP and its participating agencies an opportunity to position themselves as primary knowledge-experts both in and out of the local community.

Settlement Strategy and Action Plan:

The Toronto South LIP’s YouTube Channel, in its new envisioned format as a space for collaborative marketing (See: Recommendations), clearly supports Section 2: Information, Outreach and Service Navigation’s objective of *Joint Marketing and Outreach Campaigns*. While the format is in its early planning stages, the intent is to provide agencies with the opportunity to advertise both i) its membership within the LIP and ii) its services and programs so that other agencies and their staff can learn. This project will be vetted and led through the Settlement Services Working Group to ensure a collaborative cross-agency effort is behind the final products.

Following naturally from this, the YouTube channel also supports Section 1: Partnerships and Service Delivery Cooperation in a variety of capacities. The YouTube channel will be a space for the sharing of collaborative staff training and of other partnership based content. It will also help foster a culture of collaboration by once again helping to shape the membership as a united group, open to partnership and the sharing of resources.

LinkedIn

While still in its relative infancy, the **LinkedIn** Community of Practice’s first few months has had some success. Nearly 50 Toronto South LIP members have joined the group to-date, 14 have provided a profile of themselves, and 8 discussions have begun. This group will require further encouragement from Toronto South LIP staff, to increase the number of members on the platform, and to model the capacity of the group to help facilitate partnerships. The eventual goal of this social media platform is to be organically member-driven.

Settlement Strategy and Action Plan:

The **LinkedIn** Community of Practice was founded based out of member desire to have the Toronto South LIP further support a “Collaboration Culture” as outlined in Section 1: Partnerships and Service Delivery Cooperation. The intent is to help foster service delivery collaboration by allowing staff across agencies and sectors to build personal relationships and develop trust with each other through regular interactions around a joint cause. In addition, this

building of familiarity between members may help facilitate higher level collaboration discussions when meeting in person at Toronto South LIP working groups and committees.

It is also a space for the sharing of tools and best practices, providing Toronto South LIP members with a self-driven platform whereby they can share information and resources as outlined in Section 2: Information, Outreach and Service Navigation.

Following from this, and while not yet fully utilized, the Community of Practice has the capacity to help achieve Section 3: Planning, Research and Assessment. Collaborative community planning and the exploration of immigration trends and the research needed to support systemic change could be facilitated on this platform. Early modeling of this kind of use of the platform has been led by Toronto South LIP staff. For example, the LinkedIn account has been used to disperse Toronto City Planning evaluation tools in their effort to learn how to better engage newcomers in planning initiatives. This initiative is supported by the quadrant LIPs.

RECOMMENDATIONS AND GUIDELINES

Moving forward, the Toronto South LIP should continue utilizing Twitter, YouTube, and LinkedIn to help build capacity in newcomer-serving agencies in the Toronto South area. All three platforms have shown considerable success and opportunity in helping to achieve directives from the Settlement Strategy and Action Plan.

Below are some recommendations and guidelines for consideration:

Twitter

- Continue with effective and consistent information dissemination efforts
- Consider live-tweeting more frequently from both internal LIP events, and external partner events
 - Encourage participants of LIP events to tweet using LIP handle or chosen hashtag at the start of events and during breaks
- Engage more regularly with member agencies (retweeting community events, volunteer/job opportunities, replying to tweets, joining conversations, linking agencies, and generating conversation)
- Retweet interesting content from non-members that LIP members may find interesting. Link directly to a specific member if appropriate
- Effectively use the Toronto South LIP Member's List on Twitter to help curate opportunities to engage
- Continue to seek out and follow relevant organizations, agencies, and individuals who may have content of interest to LIP members, or who may be interested in LIP content

YouTube

- Consider filming more workshops, trainings, webinars and conversations of interest
 - Research into opportunities to borrow member agencies' equipment to provide the best videos within the LIP's means

- Begin advertising the videos that are available on the other social media platforms at the LIP's disposal
- Effectively use tags on videos for better SEO response
- Build a playlist of relevant YouTube videos (other agency trainings etc.) to increase interactivity on the LIP channel
- Consider utilizing the "Live Events" function to do live webinars streamed through the channel
- Consider using the YouTube channel as an alternative opportunity for posting any future joint marketing and communication projects within the LIP

LinkedIn

- Continue to build the base of members by encouraging others to do so at events, working group meetings, and through other means of communication
- Continue to model the capacity of the platform by generating appropriate content and facilitating conversation
- Work towards identifying member leads who can help generate and guide conversations on the LinkedIn platform and reduce the level of Toronto South LIP staff contribution

POTENTIAL FUTURE SOCIAL MEDIA OPPORTUNITIES

After reviewing the above analysis, it is not advisable to utilize any other social media platforms at this time. With limited staff resources, it is best to use the current platforms to the best of their abilities, rather than stretch their capacity thin.

As always, it is important to keep up-to-date with new technology and media platforms in case an opportunity arises that could significantly benefit the membership.