

**CULTURAL ROUNDTABLE PRIORITY SETTING
ONLINE PROMOTIONS & SOCIAL MEDIA WORKSHOP
DECEMBER 6, 2014
2 – 4 p.m. – Flesherton Library
NOTES FROM DISCUSSIONS**

ATTENDING: 29 members of the Grey Highlands community attended. An attendance list was compiled with names, emails and area of interest.

WELCOME: Meeting Coordinator Kate Russell welcomed and thanked those attending for coming out to assist in setting priorities for the Grey Highlands Cultural Roundtable.

PURPOSE: Meeting Facilitator Wendy Stewart outlined the purpose of the meeting:

- Priority Setting: What's important to YOU?
- Validate suggestions from the Cultural Roundtable Launch (held October 25)
- Determine what to do next.

OVERVIEW & BACKGROUND:

- The Municipality of Grey Highlands through its cultural institutions (public libraries and South Grey Museum) is seeking input into carrying forward the municipal Cultural Plan through a Cultural Development Fund project grant from the Province of Ontario.
- The Cultural Roundtable was formed to listen to the community and determine workshops for the community, provide networking opportunities and set priorities for the future.

PRIORITY SURVEY:

- For ease of review of priorities suggested at the Cultural Roundtable launch, a survey was developed outlining categories and asking participants to rank what is most important to them as individuals or as representatives of various community groups.
- Meeting facilitator led those in attendance through the survey (ATTACHED).
- The survey will also be pushed out to the community via email and an online survey following this meeting.
- Some observations were made during the process of review.

DISCUSSIONS: Several comments were noted during the survey review as follows:

- This is really a community planning issue so could inform community development moving forward.
- Seems to be a communication void – we're in the middle of it – need to develop something to help the community communicate with each other in a format all could access (radio?)
- A daily memo email to the community could be developed to keep people informed.
 - o Could include what people are aware of happenings in the community; municipal road conditions etc.
- This is a civic engagement exercise as well to encourage people to be involved and determine best ways to engage the public.
- We have pride in our community, need to recognize people involved – “thank you” goes a long way.

- There is a need for a community communications inventory – who has what where – ie. where are their gaps in internet access; gaps where people do not have cable; ways to reach all residents.
- Grey Highlands has a larger than average seniors population – need a gap analysis to find out how to reach them and where.
- Surveys were collected and results will be compiled and shared at a future meeting.

WORKSHOPS: To ensure there was some “action” at the meeting and to meet some training recommended at the launch of the Cultural Roundtable, two workshops were presented by Grey Highlands Public Library (GHPL) staff.

It was noted the workshop has been developed to be repeated at need and on request to individuals or groups. Those interested should make an appointment with the library.

ONLINE PROMOTIONS WORKSHOP:

This workshop was led by Katie-Scarlett MacGillivray, the Virtual Branch Librarian for GHPL. As the online presence for the library, she also coordinates the library website and social media sites.

Katie-Scarlett demonstrated how to get information from and posted to local websites (municipally-owned and the Chamber of Commerce website). A list of contact details was provided to attendees (included below). Some discussion on the topic are noted here as well.

Municipality of Grey Highlands website: www.greyhighlands.ca – 519-986-2811 – info@greyhighlands.ca

- Maintained by the municipality.
- Has a calendar of events – mostly for large events and those held at municipal facilities
- The bulletin board in the municipal office is now for municipal information only – so can’t post flyers there.
- Someone asked if private events could be posted there as well – need approval from the municipality.
- For more information about posting to the municipal website, please contact the municipality.
- An IDEA to have more LINKS on the municipal website to other sources was suggested.
 - o People may be confused if there are so many places to go for information
 - o Potential for a “one-stop shop link”
- The new COUNCIL PORTAL was noted – potentially should be renamed the “Community Portal”
 - o Offers a place for residents to make requests, submit complaints and get tracking number.
 - o Offers a place for residents to sign-up for updates by email.
- The municipal website also hosts a “Business Directory” which is free (needs to be updated)
- All events are important – potential to link out to another site which would be more inclusive.
 - o On the Bay magazine has an online events list which offers date by date listing
 - o Potential for events to post to this site as well
 - o Bayshore Broadcasting also hosts a website with event listings
- IDEA to create a printed calendar with local events and distribute it within the community.

Chamber of Commerce website: greyhighlandschamber.com – 519-986-4612 – info@greyhighlandschamber.com

- Maintained by the Chamber of Commerce.
- Posts event flyers and has a calendar as well
 - o Art shows
 - o Fundraisers
 - o Community events

- Maintains a Facebook page where they will like/share/post about events and local happenings.
- It was noted the Chamber also has radio ads on Bayshore Broadcasting stations – the Chamber has had discussions about including not-for-profit events in these ads. If “for profit” events want to be included they could join the Chamber.

**Grey Highlands Public Library website: greyhighlandspubliclibrary.com – contact@greyhighlandspubliclibrary.com
519-924-2241 (Flesherton) 519-986-3436 (Markdale) 519-599-6990 (Kimberley)**

- Maintained by the Virtual Branch Librarian.
- Offers a “What’s New” site and upcoming events.
- Calendar lists events by and in the libraries. (Flesherton, Markdale, Kimberley locations).
- Also has Facebook where they will like and share stories and event information.
- Has a Twitter account – has been used during special events like Culture Days.

South Grey Museum website: southgreymuseum.ca – 519-924-2843 – museum@greyhighlands.ca

- Maintained by the Curator/Manager of the museum.
- Has a local events list and posts information about programs at the museum.
- Has a Facebook page where will like, share and post about local events (linked to profile “Hi Lander”)

Grey Highlands Cultural Assets website: visitgreyhighlands.ca – 519-924-2843 – museum@greyhighlands.ca

- Maintained by museum Curator/Manager and summer staff as requests received and staff time permits.
- Includes events and festivals – but mostly just larger known annual events (as posted annually) – need more content and up-to-date information on current events.
- Can and does post details with links and photos when available and time permits.
- A “Get on our Cultural Map” feature (online form) is available at the museum’s website – reviewed by museum staff and posted when received on request.
- IDEA: online form to submit information should be part of the site itself – more outreach needed to community.
- Content posting is free for all Grey Highlands Cultural individuals, groups, attractions, accommodations etc.
- Originally meant for Cultural Assets ONLY could be expanded to include businesses – or LINK to directory.
- Developed during a previous Creative Communities Prosperity Fund project led by the museum in partnership with the library. Library staff updated a cultural assets list during that project.
- Includes over 400 local cultural assets from a database developed originally under a similar CCPF grant led by the Chamber of Commerce.
- Is updated on request – status is relatively inactive as needs more updates and content. Many photos and details available to be posted – require more staff availability/time to develop and upload content.
- IDEA: Content developed and collected during future Cultural Roundtable meetings and workshops could be submitted for inclusion on this website. Site needs more promotion in community.

IDEA: All these sites need to be LINKED TO EACH OTHER!

SOCIAL MEDIA WORKSHOP:

Grey Highlands Public Library Computer Access Program (CAP) coordinator Jessica Hammond presented this workshop, where she offered “digital literacy” pointers and discussed social media benefits for promotions. She provided a “Top 10 Social Media Tips” as an outline for discussions (attached).

She suggested this is a very broad and dense topic, so this workshop was just an overview. For more detailed assistance people may book one-on-one sessions with her through the library.

Following are some additional notes from the Top 10 Tips.

1. Dedicate time to each account: ensure you take the time and energy to update sites and provide fresh messaging – the “ghost town” effect will turn off people if there is not something new on a regular basis.
2. Content management requires frequency and consistency: upload and share a lot – at least once a week.
3. Obey the 80/20 rule: 80 per cent of content should be “curated” – which offers details and information about items similar to your mandate and connected to what you care about – not composed by you. This will show your character and provide links to build connections with others with similar values. Social media is an efficient online “curation culture” – administer with a view to showing people who you are. This will lead to reciprocal links and promotions. The other 20 per cent is personal details and promotions.
4. Share content many times: Hammer away so people will catch it – beware of time zones when posting if you are reaching out to the world.
5. Share images often: social media is heavily reliant on visuals – the more there are the more people will become engaged in your message. Most critical reviews focus on images. Tweets with images were 41% more likely to be re-tweeted (in Twitter) and have a 33% conversion rate to be pushed to higher audience.
6. Build relationships: Follow others, offer thanks, ask questions. Link to others and “follow back” are simple ways to engage others. Small gestures go a long way.
7. Pick the right time: There are specific times better to post – afternoons from 1-4 p.m. (especially Wednesdays at about 3 p.m.) Weekend are often the worst time as people aren’t as engaged (especially before 8 a.m. and after 8 p.m) Twitter is worst after 8 p.m. or Friday afternoon.
8. Try geotagging: This offers location tags to posts and photos so people may see where you are or have been (works with Facebook and Instagram). Helps promote people and push forward your details.
9. Balance use of hashtags: These #tricks identify specific topics and will link into discussions on such (like a universal link to a topic). They have no spaces. These small messages can open up a wider conversation, but can also be overused. Mostly used on Twitter (they are available on Facebook but only link within that platform). Can lose people’s interest if they are overdone.
10. Use the right platform: Ensure you use the appropriate platform. Use a Blog for details (complicated information or a portfolio etc.) Facebook to connect people in an organization, but only if the people actually belong to it. Bricks and mortar places do well with Facebook as it allows geotags and can show what’s happening at different times of the day.

**Grey Highlands Cultural Roundtable
Meeting 2 – Dec. 6, 2014 - Flesherton Library
Priority Setting Survey – What’s Important to You?**

Through its public library system and museum the Municipality of Grey Highlands is seeking to facilitate cultural development by reaching out to the public with a Cultural Roundtable – launched October 25, 2014. This survey seeks to validate priorities from that launch meeting.

Please RANK your answers by their importance to you (1 being most important):

COMMUNITY OUTREACH: How do you get your local cultural information?

Local Newspaper Regional Newspaper Online News Group Newsletter Email
Social Media Mail Flyers/Posters Word of Mouth Other _____

FOCUS GROUPS: Focus groups could be formed to look at specific areas of interest, please rank which groups you think are most important:

Communications Inclusion Diversity All Ages Engagement
Events Networking Sports Recreation Agriculture Other _____

WORKSHOPS: How would you like to build your knowledge?

Promotions Online/Social Media Grant Writing Content Development
Volunteer skills Governance Other _____

COMMUNITY CULTURAL DEVELOPMENT: Culture Days is now being coordinated by the library and museum as a model to host cultural events throughout the community – what do you think is important to develop to enhance this model?

Promote Arts & Culture through the year Develop an annual community directory
Provide more in-kind use of facilities Provide funding and sponsorship for culture
Develop a local Arts Council Plan a community-wide event Other _____

RECOGNITION: There are many volunteers, groups and creative people in Grey Highlands, what is the best way to thank them for their involvement and contribution to community?

Recognition event Awareness campaign Cultural Awards Other _____

EVALUATION: To validate the process and ensure we move forward with community support, tell us what you think and how best to evaluate municipal cultural development.

Culture is important Track attendance Feedback surveys Public report card

visitgreyhighlands.ca has cultural info – learn how to contribute to this and other online and social media with workshop to follow or contact museum@greyhighlands.ca for more detail.

TOP 10 SOCIAL MEDIA TIPS



1. It's not about the number of social media accounts you have, it's the dedication to each account.
2. Content Management requires frequency and consistency!
3. Obey the 80/20 rule: 80% of content is that which you curate; content from similar businesses, organizations, or applicable information that has been created by someone else. 20% is information specific to your business or organization (open houses, events, sales, shows).
4. Share your content multiple times. If you have an event on Friday, putting one post on Monday will not be enough. Have daily reminders of events, promotions, sales, and so on.
5. Share Images as often as you can — Online content is heavily reliant on visuals. In many cases your visuals hold more weight and are subjected to more scrutiny than the textual information you share.

POPULAR SOCIAL MEDIA PLATFORMS

Facebook, Twitter, Instagram, Pinterest, Tumblr, G+, YouTube

6. Build relationships — One of the best parts of social media is the ease in which you can make connections with your audience.

7. Time of day and day of the week matters. Each platform has different levels of engagement at different times of day and days of each week.

8. Geotagging is a technique that brick and mortar stores, studios, and special events can hugely benefit from. Attendees and walk-ins can take a photo of your store or event, and geotag the location so that all of their audience can see where they were and how that experience felt.

9. Hashtags require a balancing act. Having too many can look outdated, and having none can prevent you from reaching a potential audience.

10. Use the appropriate social media platform for the appropriate type content.

HELPFUL TERMS

CONTENT MANAGEMENT

Uploading and sharing information to your audience.

ENGAGEMENT

The umbrella term used to cover: audience, viewership, followers, fans, and so on.

HASHTAGS

A word or phrase, preceded with a pound/hash sign (#) used to identify messages on a specific topic.

GEOTAG

Provides location-specific information to your content (photos, events, tweets, etc)