SOCIAL MEDIA ENGAGEMENT WITH NEWCOMERS

WAYS TO LEVERAGE TECHNOLOGY TO SUPPORT COMMUNITY ACTORS TO OFFER AND PROMOTE SERVICES

WHY USE SOCIAL MEDIA TO PROMOTE SERVICES?

- Social media can be a free and accessible tool to promote settlement and integration services
- Social media has the capacity to share instant updates with newcomers regarding:
  - Registration for community events
  - Updates for community events
  - Polling newcomers for their insights on community events
  - Sharing community event details such as
    - Location, time, event description, guest speakers, resources

SHARING UPDATES

- Be sure to include content relevant to updates such as:
  - Location, a map of the venue, public transit options
  - Time and duration
  - Event description
  - Guest speakers
  - Additional resources available at the event or produced from the event

QUICK TIPS

Remember that community building is fostered through interpersonal connection.
Examples of interpersonal content:
- Share highlights from previous events
- Share success stories of newcomers and programming
- Promote targeted programming to special interest groups

CREATE AVENUES FOR SOCIAL CONNECTION

The virtual space creates opportunity for social cohesion and connection
- Create opportunities for newcomers to build community relationships with one another and to share their unique lived experiences

QUICK TIPS

- Record events hosted in person to be available online for future viewing
- This allows agencies to utilize event engagement for future event planning, as well as increases access for newcomers who could not make it in person to the live event

SOCIAL MEDIA ENGAGEMENT WITH NEWCOMERS

WAYS TO LEVERAGE TECHNOLOGY TO SUPPORT COMMUNITY ACTORS TO OFFER AND PROMOTE SERVICES

QUICK TIPS

Be active on virtual platforms (organization's websites, email newsletters, social media) and continue to update newcomers on community engagement initiatives
- Increase engagement by utilizing **interactive content** such as:
  - **Creating polls** and **hosting Q&A sessions** where newcomers can actively engage and share their perspectives, changing needs and to identify trends

INTERAGENCY CONNECTIONS

QUICK TIPS

Build connections with agencies that serve the larger community to assist one another in the promotion of programming
- Building interagency connections and mutual promotion allows for a wider reach

CONNECTIONS WITH NEWCOMERS

Following the COVID-19 pandemic, many newcomer serving agencies now provide online services that were previously unavailable
- Rural centres in particular can strongly benefit from utilizing a larger urban centre's resources that are now available online such as:
  - Language learning resources
  - Conversation circles
  - Doctors appointments

EVOLVING PROGRAMMING TO REFLECT NEWCOMER NEEDS

The adaptation of existing in-person programming to a hybrid and virtual capacity reflects the emergent needs that the COVID-19 pandemic fostered. Provide in-demand programming, by creating on-going opportunities for newcomers to express their changing needs through:
- Creating an **anonymous Google Forum** page where newcomers can share their feedback on existing programming
- Responding to **all questions, comments and outreach** from newcomers
- Asking questions to survey the changing needs of newcomers
- Hosting **recorded knowledge mobilization sessions** that can be reposted