
MARKETING & COMMUNICATIONS COMMITTEE REPORT 2014-2015

Report prepared by committee chair Terry O'Neill

Other 2014-2015 committee members: Janet Toddington, Julie Fisher, Randy Webster.

The mandate of the Marketing & Communications committee is, essentially, to spread the good news about the foundation's good work. In so doing, the committee has three main goals: 1. To encourage the community to support the foundation through participation in its events, through donations, and through the establishment of funds; 2. To encourage interested individuals and organizations to apply for grants, bursaries and scholarships; 3. To encourage interested persons to work with the foundation, be it through staff positions or as volunteer members of the board or committees; and 4. To inform the public of important Foundation announcements.

This past year, the committee continued to shift its focus from traditional print-publication communication to digital communication, including social media, using: the foundation's own website (www.coquitlamfoundation.com), blog (the "What's New" section of the website), and Facebook page (www.facebook.com/CoquitlamFoundation). In addition, the committee began taking advantage of promotional opportunities offered on the Facebook pages of five Tri-Cities-area media outlets and on various on-line calendars.

Interaction with the public through our Facebook page continues to grow steadily. We now are "liked" by more than 260 individuals. Interestingly, only 107 of those "Likes" originate in Coquitlam; 67 come from Vancouver, 21 from Port Moody and 19 from Port Coquitlam. Some 57% of people who like our page are women; 29% of those who like us are aged 45-54, followed by 23% who are 35-44. In the first full month of summer, 69% of those who engaged the page through comments, liking, or sharing an item were women.

We posted about 85 Facebook items (many of them with photos) over the past year, some of which reached several hundred people. Items with the largest impact include: 1. a grant to the GlenPine seniors group (1,000 reach); 2. photographs from our "Not Just a Burger + Beer" fundraising event (600); 3/ the Executive Director vacancy posting (1,700); 4. the launch of our grant-application process (1,150); and 5. "Kickin' It Country" preview item (840 and 500). In addition, we wrote about 60 "What's New" blog items.

The committee wrote, edited, and circulated 11 news releases over the past year, many of which resulted in coverage in the *Tri-Cities Now*, the *Tri-City News*, the *thev3h.com* website, *Snapt Coquitlam*, and CKPM-FM—organizations to which the committee extends its heartfelt appreciation. In addition, the *tricityevents.com* website provided a much-appreciated outlet for our event listings.

We also distributed our news releases to the Community Foundations of Canada. In addition, we placed those releases on our own website. The committee was responsible for Events Listings and updates to the contact information and biographical descriptions of our directors on

our website. The committee liaised with the Executive Director on the listing and description of new funds.

Looking ahead to the coming year, the committee bids farewell to long-time board member Julie Fisher and thanks her for her eagle-eyed oversight. At the same time, the committee welcomes a new community member, Lisa Landry, who brings a wealth of communications experience to us. The committee will continue to focus on “spreading the good news” about the foundation. A major project will be to refresh the “Success Stories” and “Partner Profiles” stories on the home page of the CF’s website.