

PUBLIC ENGAGEMENT CAMPAIGN

Member Webinar

APRIL 12, 2018



N|A|T|I|O|N|A|L

AGENDA

1. Campaign Objective
2. Campaign Platform
3. Content Strategy
4. Measuring Success
5. Summary
6. Q&A

A group of smiling children in traditional Indian attire, including colorful saris and jewelry, looking towards the camera with joyful expressions. The background is slightly blurred, focusing attention on the children's faces.

CAMPAIGN OBJECTIVE

SPARK INTEREST, ENGAGEMENT AND AWARENESS AMONG
CANADIANS ABOUT THE IMPORTANCE OF INVESTMENT IN
WOMEN AND CHILDREN'S HEALTH GLOBALLY.

BACKGROUND

- B3 & Ipsos research
- Defining public engagement
- Robust consultative process
- Public Engagement Working Group (PEWG)
- Public testing

STRATEGIC APPROACH

1

Raise visibility of women and children's health with targeted audiences through CanWaCH members, in order to engage Canadians

2

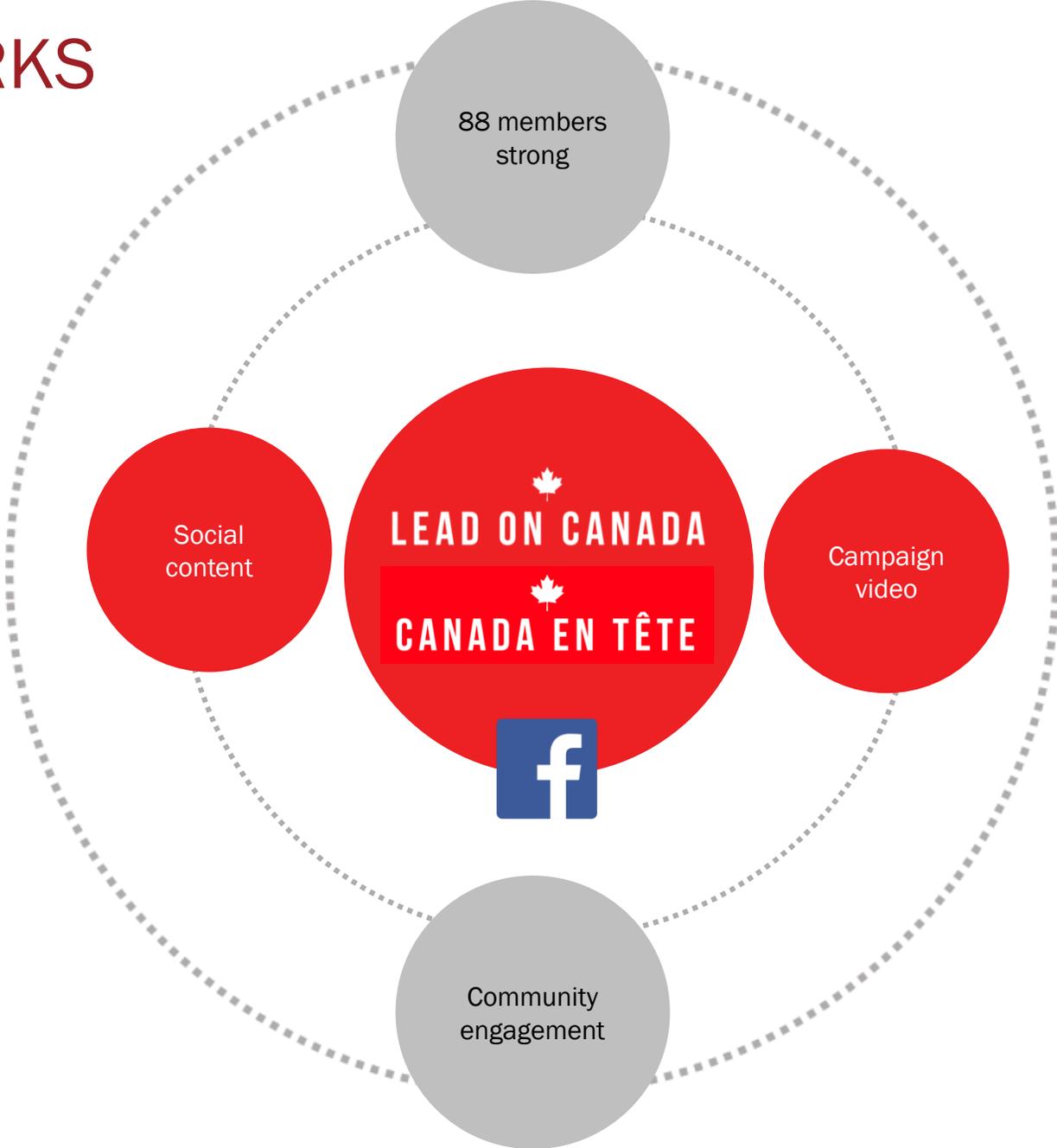
Coordinate communication among CanWaCH members and add value by creating a space and tools to align efforts through a unified campaign platform

CAMPAIGN PLATFORM



This is our rallying cry. It demonstrates the power of partnership and our dedication to results that matter.

HOW IT WORKS



CAMPAIGN HUB

The image shows a screenshot of a Facebook page for 'Lead On Canada'. The page features a red profile picture with a white maple leaf. The main content area displays a large photo of smiling children in a field. Below the photo are interaction buttons: 'Like', 'Follow', 'Share', and 'Send Message'. A status update from 'Lead On Canada' is visible, showing they updated their profile picture 4 hours ago. The update includes a smaller version of the red maple leaf logo and the text 'LEAD ON CANADA'. The right sidebar contains a 'Nonprofit Organization' badge and links for 'Privacy', 'Terms', 'Advertising', 'Ad Choices', 'Cookies', and 'More'. The top navigation bar includes the Facebook logo, a search bar, and navigation options like 'Home' and 'Find Friends'.

COMMUNITY



Lead On Canada
Create Page @Username

- Home
- About
- Events
- Photos
- Videos
- Community**
- Posts

Like Follow Share

Send Message

Femme International
March 8 · 🌐

Learn more about Canada's role in advancing women's health #LeadOnCanada

Like Comment

Nonprofit Organization

Privacy · Terms · Advertising · Ad Choices · Cookies · More
Facebook © 2018

SickKids
April 9 at 12:02pm · 🌐

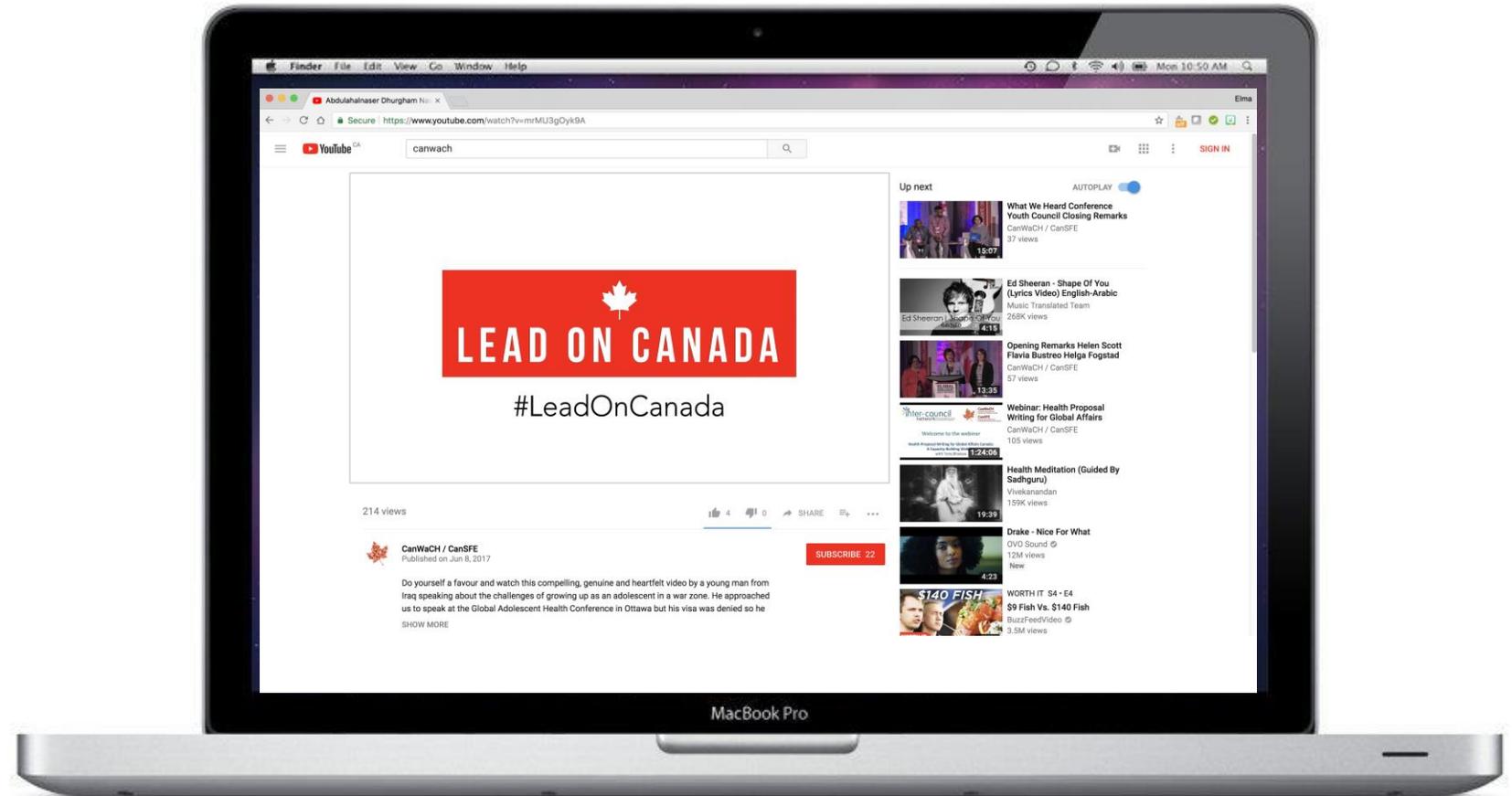
Canada pioneered open heart surgery. Let's use that same ingenuity to pioneer a healthy future in children's health. We have 735 primarily grant funded research staff working to do just that. Learn more about how we're helping to #LeadOnCanada



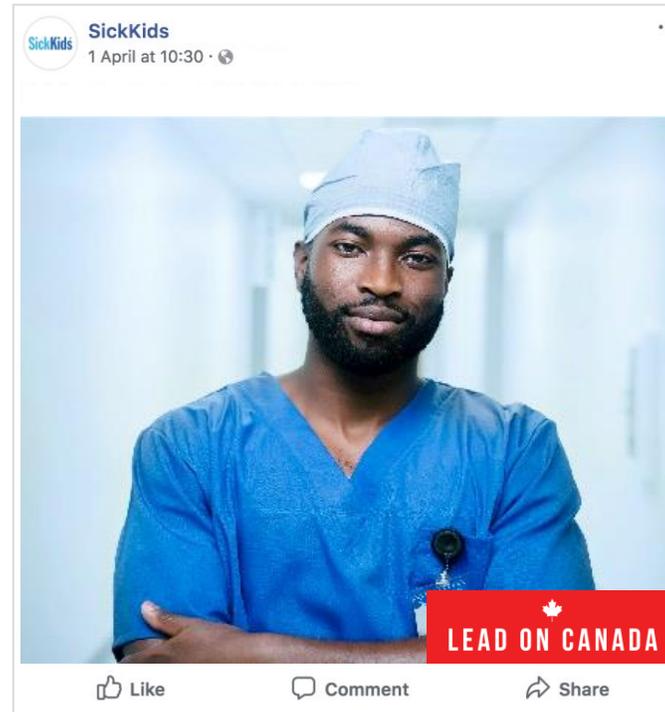
190 59 Comments 98 Shares

Like Comment

CAMPAIGN VIDEO



SOCIAL CONTENT



SOCIAL CONTENT STRATEGY

SOCIAL CONTENT STRATEGY

STEP 1: *Lead On Canada* social content packages will be provided bi-monthly that include posts for Facebook, Twitter and Instagram (5 each x 3 platforms = 15 pieces of content).

STEP 2: Posts will be reflective of members' work and efforts aligned to key Canadian and global milestones/awareness days, where possible. Members will select content that is relevant to their organizations.

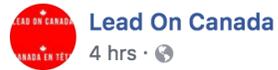
STEP 3: Material provided can then be customized to include additional information about how your organization has helped Canada lead in key priority areas.

STEP 4: CanWaCH will continually monitor the engagement of each post to learn what topics resonate and adapt the content themes appropriately to optimize for engagement online.

SOCIAL CONTENT FRAMEWORK

Campaign Period <i>NB: Content to continue in 2019</i>	Core Campaign Content Examples <i>To be adapted based on content performance</i>	Suggested Post CTA <i>To be adapted based on metrics received</i>	Proof Points <i>NB: Not public facing copy To be selected and adapted by members based on area of focus</i>
Launch (May)	Content theme: Campaign launch Member customization: Share why you're supporting the campaign	CTA: Watch campaign video	Health and Gender Equality
Wave 1 (July)	Content theme: Share stories of Canadian leadership Member customization: Highlight past work you're proud of	CTA: Read more on our campaign hub /redirect to your website/own assets	Sexual and Reproductive Health And Rights
Wave 2 (September)	Content theme: Impact of partnership Member customization: Share stats about the impact Canada has had working together	CTA: Learn more about what we're doing	Adolescent Girls' Health
Wave 3 (November)	Content theme: We've come far, but there's work to be done Member customization: Highlight priority areas and programs you have to support them	CTA: Get involved /redirect to your website/own assets	Maternal, Newborn and Children's Health And Nutrition
Wave 4 (January)	Content theme: Leadership to be proud of Member customization: Highlight those leading the way within your organization	CTA: Read more on our campaign hub /Find out more about Women Deliver	Global Health (Wash, Nutrition, Etc.)

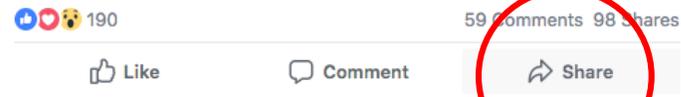
SHARING & CUSTOMIZING



Lead On Canada

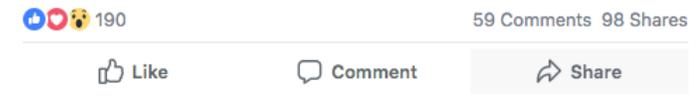
4 hrs · 🌐

Canada pioneered open heart surgery. Let's use that same ingenuity to pioneer a healthy future in women's and children's health. Learn more about how we're helping to #LeadOnCanada



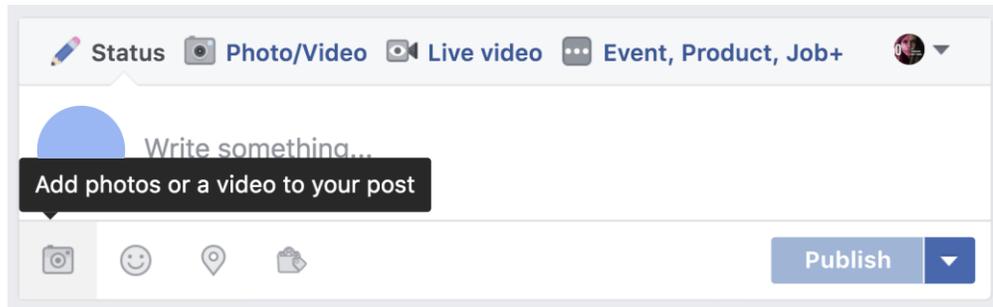
OPTION 1
Click Share

Canada pioneered open heart surgery. Let's use that same ingenuity to pioneer a healthy future in children's health. **We have 735 primarily grant funded research staff working to do just that.** Learn more about how we're helping to #LeadOnCanada

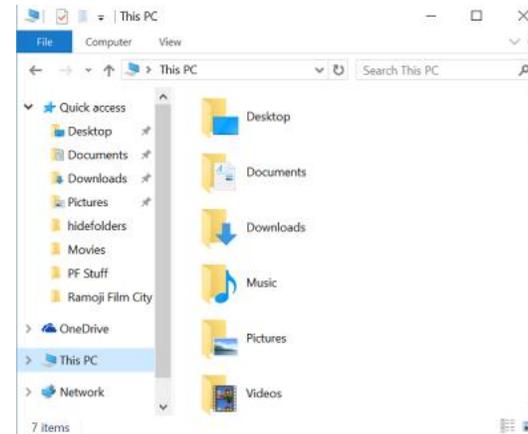


OPTION 2
Customize Copy

POSTING SOCIAL CONTENT



STEP 1
Go to status add photos or video



STEP 2
Find the desired post image
and **add the post copy**



STEP 3
Select publish

CAMPAIGN TOOLKIT



Toolkit contains information related to the campaign resources including:

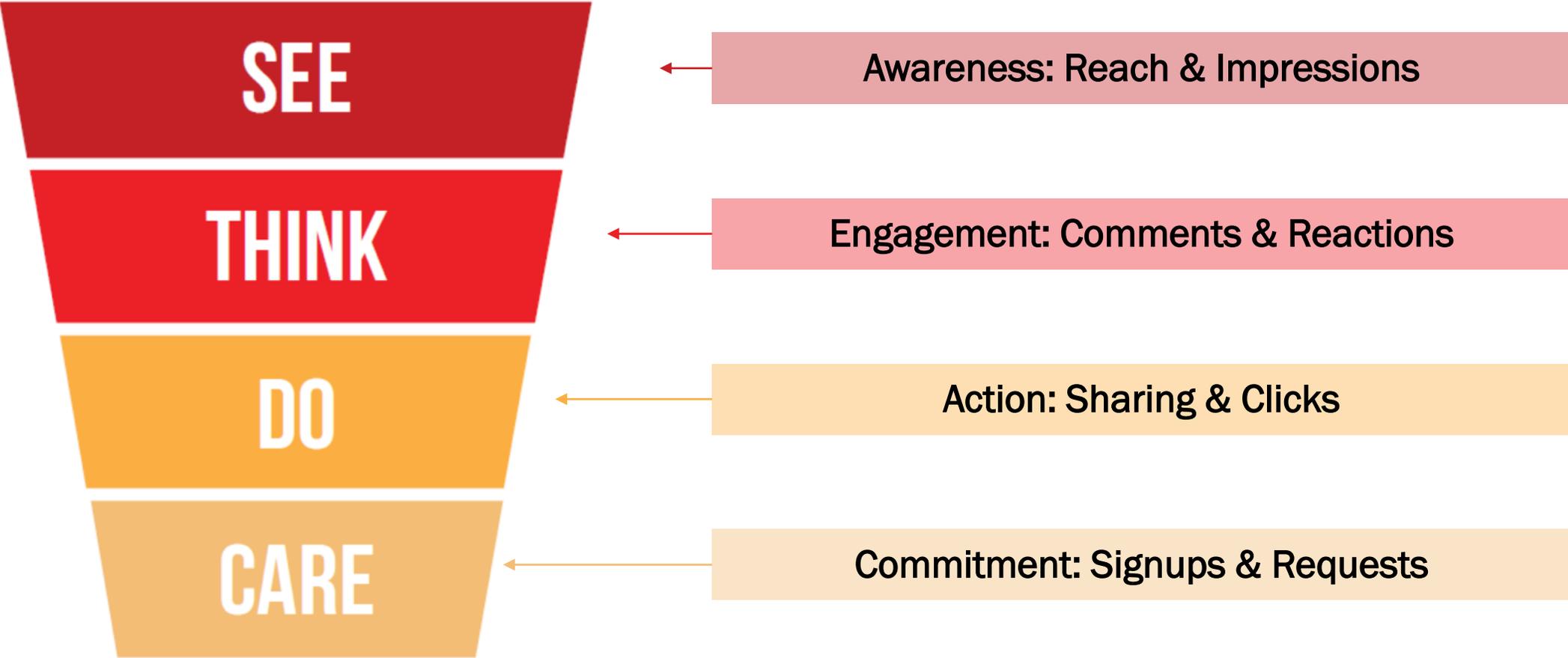
- Campaign Facebook hub
- Social video
- Social posts
- Infographic
- Metrics Reporting
- Guidance & Template

MEASURING SUCCESS

**BUILD A SUSTAINABLE
CAMPAIGN BASED ON
DATA-DRIVEN RESULTS**



MEASURING SUCCESS



SUMMARY

HOW YOU CAN BE INVOLVED

- Keep an eye out for a toolkit and regular e-blasts containing new guidance and social content.
- Adapt/create your own organizational *Lead On Canada* content (remember to use the hashtag! #LeadOnCanada) with Calls to Action tailored for your specific organizational needs.
- Collect and share those metrics! Using the Metrics Reporting Framework provided, be sure to capture and share important data from your campaign efforts with CanWaCH so we can track and demonstrate collective impact

LEAD ON CANADA

2018 Q2	2018 Q3	2018 Q4	2019 Q1	2019 Q2
<i>Lead On Canada</i> Campaign 'Soft' Launch	Digital Roll-Out: Capture and disseminate <i>Lead On Canada</i> Social Content at bi-monthly intervals aligned to key Canadian and international development milestones where possible to achieve coordinated heightened volume			
Campaign Socialization with CanWaCH members				<i>Lead On Canada</i> Women Deliver Installation
<i>Lead On Canada</i> Campaign Launch Mid-May 2018	Ongoing Measurement & Evaluation			

KEY DATES

Campaign Element:	Timing:
Member Webinar	April 12
Campaign 'Soft Launch' @ Beyond 2020 Conference	April 18 – 19
Member Toolkit Mail-Out	w/o May 7
Lead On Canada e-blast and first social posts provided	w/o May 14
Members plan and schedule their launch posting	w/o May 14
Lead On Canada Launch Week - Video dissemination and paid amplification	w/o May 21
Metrics Reporting	Bi-Monthly
Content adaption and roll-out	Bi-Monthly

Q&A

THANK YOU

CanWaCH
Canadian Partnership for
Women and Children's Health



CanSFE
Partenariat canadien pour
la santé des femmes et des enfants

N|A|T|I|O|N|A|L