

SHARING SETTLEMENT AND INTEGRATION PRACTICES THAT WORK CCLC'S SOCIAL MEDIA STRATEGY

Cross Cultural Learner Centre (CCLC)
London, Ontario

Area of Practice:
Information and Orientation

Video:
<https://youtu.be/LJ75XGjz0do>

A Pathways to
Prosperity Project

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PATHWAYS TO
PROSPERITY
Promoting Welcoming Communities in Canada



VOIES VERS LA
PROSPÉRITÉ
Promouvoir des communautés accueillantes au Canada

BACKGROUND ON THE ORGANIZATION AND IMPETUS FOR THE PROGRAM

The London Cross Cultural Learner Centre (CCLC) was founded in 1960 by a group from Western University who wanted to share their cross-cultural experiences. In 1968, the global education centre was opened as a pilot project to train volunteers on cultural diversity. As more newcomers arrived in London seeking better lives, the CCLC evolved into London's leading newcomer resettlement agency.

Today, the CCLC is a registered charity with nearly 150 employees. The CCLC's mission is to help government-assisted refugees, refugee claimants, and other vulnerable newcomers settle, integrate, and succeed in the London community. The CCLC aims to address their immediate needs and foster long-term community engagement through a wide range of activities. By enriching the London community through its services and advocacy, the CCLC furthers the success and sense of belonging of newcomers and individuals from diverse backgrounds.

As the CCLC developed its recent 5-year strategy, it recognized the need for a new social media strategy to more effectively communicate with newcomers and the community. Previously, social media posts were created ad hoc, without adapting their content to the different target audiences – newcomers, donors, volunteers, prospective employees, and members of the community at large – and social media channels. This approach failed to sufficiently capture the attention and engage the target audiences. This issue was further accentuated during the COVID-19 pandemic, a time when in-person interactions were limited and a strong online presence became even more important. As a result, the CCLC hired a new team member to develop a new social media strategy and improve its copywriting, which led to a brand refresh and improved the CCLC's recognition throughout the community.

OVERVIEW OF THE PROGRAM

Name:

CCLC's Social Media Strategy

Description:

To develop a new social media strategy, the CCLC analyzed the organization's website and social media channels. The aim was to identify the most used content and gain insights into the CCLC's target audiences, including newcomers, donors, volunteers, prospective employees, and members of the community at large.

For newcomers, the analysis revealed that a large percentage of its audience consists of women. As a result, the CCLC tailored its social media content to address issues relevant to female newcomers, such as employment support, conversation circles, women's groups, and youth programming. Most of this content is shared through Facebook, which emerged as the primary platform for attracting and communicating with newcomers. Furthermore, to connect with a younger audience, TikTok was added to the strategy, showcasing videos with information relevant to young newcomers (e.g., videos about job fairs for newcomers 15 to 30 years old). Instagram is also used, especially to connect with local organizations and community members.

For donors, volunteers and prospective employees, LinkedIn posts target established professionals who can offer networking and volunteer opportunities, and share job postings. Content highlights client stories, calls for volunteer, job postings, and donor acknowledgments to attract potential donors by showcasing CCLC's impact.

The CCLC achieves all its social media reach in an organic way, without paid posts. Additionally, a Google Ad grant is used to pay for ads for all the programs offered at the CCLC. To ensure that the content shared with target audiences is of high quality, the CCLC developed a system to effectively handle the creation of all online promotional materials, such as graphics, captions, videos for reels, and ads. By maintaining high-quality content, the CCLC aims to increase reach and user engagement. As part of the new social media strategy, the CCLC also designed and migrated to a new website, and publishes a monthly blog, sharing important topics for newcomers moving to London.

Finally, the new social media strategy also promotes CCLC's social enterprise – the Interpretation and Translation Department. The Department translates important documents and offers in-person interpretation. These services not only aid newcomers but also generate revenue for the CCLC. By promoting these services, the CCLC aims to boost its revenue and support its broader mission.

Goal(s):

The primary goals of CCLC's social media strategy are to grow brand awareness and effectively engage with key audiences. A major objective is to increase awareness among newcomers, ensuring they know that the CCLC is a supportive resource to help them integrate and feel at home in London, ultimately increasing the number of newcomers supported by the CCLC. Another important goal is to raise awareness among donors, volunteers, prospective employees, and members of the community at large about the opportunities at the CCLC to make a positive impact. Additionally, the new social media strategy aims to increase overall revenue for CCLC's social enterprise, the Interpretation and Translation Department.

Target Client Group(s):

The target client groups consist of newcomers, donors, volunteers, prospective employees, and members of the community at large.

Delivery Partners:

The social media strategy is implemented in-house, without other partners. However, organizational partners in the community provide indirect support by sharing CCLC's social media content with their audiences.

Human Resources:

The Marketing and Communications Department, which implements the Social Media Strategy, consists of a manager and a marketing coordinator.

Funding:

The CCLC is funded by Immigration, Refugees and Citizenship Canada (IRCC) and the Government of Ontario.

KEY FEATURES THAT CONTRIBUTE TO THIS BEING A PROMISING PRACTICE

Effective:

The CCLC's social media strategy effectively reaches its audience by providing high-quality, relevant, and timely content across multiple platforms. Rigorous monitoring of analytics and data-informed decisions ensure that the content resonates with the target audiences and maintains momentum. Furthermore, the support of organizational partners in the community who share CCLC's social media content helps expand its reach. Additionally, the consistent use of hashtags such as #London, #LondonOntario, and #LondonOnt increases post visibility. This approach encourages positive engagement from newcomers and community members, boosting the algorithm to increase content visibility.

Efficient:

Efficient planning and organization are key to the CCLC's new social media strategy. The use of project management tools keeps the team synchronized, allowing content to be planned well in advance to align with holidays and events. Automation tools, such as Later and Buffer, schedule posts and reduce the need for manual posting. In addition, posts can be scheduled for specific times, when reach and engagement is the highest as shown by analytics. Overall, this approach ensures frequent and consistent posting.

Relevant:

The relevance of the CCLC's social media strategy is highlighted by current usage trends. Social media has become an integral part of daily life for many, especially among teenagers and young adults. By providing relevant settlement information through social media and the website, the CCLC ensures that this important information is easily accessible to users whenever they need it.

Sustainable:

The social media strategy is sustainable because it is adaptable. Data-driven decisions ensure that the strategy evolves with consumer trends, keeping the end user in mind. By using targeted tools and content, the strategy engages diverse audiences and promotes CCLC's services and impact. This adaptable approach increases brand awareness and community recognition, boosting donations, recruiting volunteers, and attracting newcomers. It enhances overall funding and supports ongoing growth and financial stability.

Transferable:

The CCLC's social media strategy can be effectively transferred to other organizations by focusing on key skills and adopting a holistic approach. In terms of skills, a strong marketing background helps to assess needs, identify opportunities, and build brand awareness. Similarly, basic graphic design and copywriting skills are helpful for creating engaging posts and captions. In addition, having a dedicated team member for managing social media accounts, planning and scheduling posts, and interacting with audiences is recommended.

The CCLC's social media strategy takes a holistic view of all digital channels and creates a plan based on analytics and consistency. By examining the frequency of postings, impressions, reach, and audience engagement, organizations can tailor a strategy to their specific needs. For organizations

lacking resources to create content, free software such as Canva can be helpful. Similarly, TikTok videos can easily be shot on a phone and edited with default tools. Organizations can start with simple posts, monitor their performance using analytics tools, and adjust the posts as needed. This adaptable approach allows organizations to effectively adopt and optimize a similar social media strategy, providing value for their end-users.

Innovative and Forward Thinking:

The CCLC's social media strategy prioritizes content that is relevant and most useful to newcomers, such as information on language support, employment, and housing. In addition, by incorporating high-quality pictures and client stories, the strategy enhances engagement, making the content more relatable and impactful. This approach allows the strategy to evolve with trends and remain relevant to the target audiences.

Differs in Definable Ways from Other Similar Practices:

The CCLC's social media strategy puts a strong emphasis on the human aspect of content by showcasing real individuals and their stories. This approach ensures that the content is not only informative but also deeply personal and engaging. High-quality event pictures featuring clients also help to emphasize the human-centered nature of the content.

High Client Uptake and Retention:

The analytics show significant month-to-month growth in engagement and followers across all platforms, indicating high client uptake and retention, and demonstrating the effectiveness of the targeted and human-centered social media strategy.

Strong Evidence of Successful Outcomes:

The outcomes of the new social media strategy reveal several key findings. Human-centered content, such as client pictures, stories, and videos, consistently outperforms other types of posts. Additionally, posts featuring CCLC's brand colors, blue and yellow, achieve higher engagement, reinforcing these colors as part of the brand identity. Finally, the strategy has led to substantial organic growth across multiple platforms:

- Facebook: In March 2023, post engagement increased by 15% from the previous month, reaching 791, with 31 new followers (up 15%), and a post reach of 2,347.
- Instagram: In March 2023, the reach was 455 (up 24.7% from the previous month), profile visits were 160 (up 21.2%), and new followers totaled 77 (up 37.5%).
- Website: In March 2023, there were 4,100 visits, with unique visitors totaling 3,600, an increase of 12% from the previous month. The top sources of traffic were 1,968 direct visits (users typing the URL directly) and 1,707 visits from Google search results.
- LinkedIn: Uptake shows steady growth with about 115 new visitors monthly.
- TikTok: Videos average 1,000 views each.

PERFORMANCE MEASUREMENT AND EVALUATION STRATEGY

The CCLC uses several performance and evaluation methods for their social media strategy. Meta analytics for Facebook and Instagram, LinkedIn analytics, and TikTok analytics provide valuable data. In addition, CCLC's website host, Squarespace, offers detailed website analytics, showing visitor acquisition sources such as direct traffic, Google Ad searches, and Facebook referrals. Google Analytics further measures campaign performance, helping to identify high-performing content and areas requiring improvement.

Each month, the CCLC conducts a review of their analytics to determine top-performing content and audience interests. For example, if employment-related posts perform better, more focus is given to employment support in the following month. This data-driven approach ensures that content is continually adapted to maximize engagement and relevance.

FOR MORE INFORMATION

CCLC

www.lcclc.org