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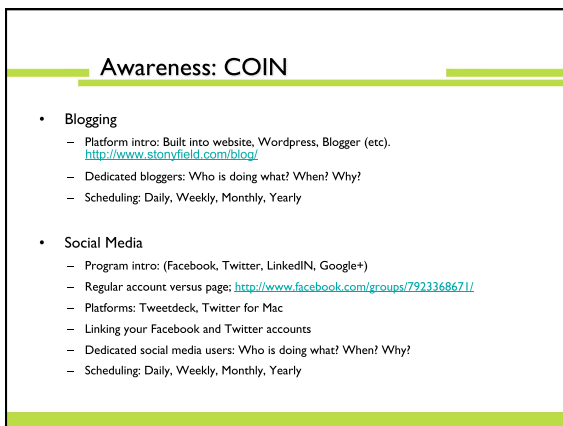
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## Awareness: COIN

### Activity:

- Blogging
  - Who is doing what? When? Why?
  - Let's make a schedule: Daily, Weekly, Monthly, Yearly
- Social Media
  - Examination of current accounts
  - Let's play with Tweetdeck
  - Populating accounts? Who are your friends?
  - Who is "your voice?" Is there more than one person? Got your back!

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## Acceptance: COIN

- Blogs
  - You need effective content
  - Types of content: organizational news, sector news, partner news, community news, human interest. <http://www.newfoundlandlabrador.com>
  - One blog to rule them all: <http://www.stonyfield.com/blog/> [www.smallprint.ca](http://www.smallprint.ca)
  - <http://www.showmetoronto.com/blog/>
  - Effective Headlines/Keywords/Tags
  - If photos are worth a thousand words, what are multimedia hits worth?
  - Linking to other blogs, news sources, magazines, etc.
  - Linking to partner, stakeholder, local community blogs/sites

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## Acceptance: COIN

- Facebook: What goes there?
  - Blog links, news links, events, stories that you might not have time to blog about, PHOTOS
  - Community events and stories that you don't have direct dealings with
  - Likes, Shares, Shout-outs
- Twitter: Timely conversations, 140 characters at a time.
  - Blog links, news links, responding to current/breaking events; offering advice/leadership; community involvement; company/group promotion, retweets, shoutouts #FF
- LinkedIn: Making business connections
- Google +: is it for you?

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## Engagement: COIN

### Activity:

- Blogging: Brainstorm some of the types of stories that you might want to blog about.
  - Why would these stories attract readers interested in the arts?
  - Why would these stories attract local readers?
  - Why would these stories/links want your partners/stakeholders to want to link back to you?
  - How do you drive traffic to your site? Or to your office?

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## Engagement: COIN

### Activity:

- **Social Media**
  - What is your online persona? Teacher? Community Leader? Facilitator?
  - What are some of the things that you will put on your Facebook page?
  - What are some of the things that you are going to tweet about? Including the types of events/stories/hashtags that you are going to respond to?

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