

Tooting Your Own Horn

Reaching those who matter most

BCAHA 2015 AGM and Conference



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Chelsea Noel

Social Media:

- * What's it all about?
- * What's in it for you?

Your Auxiliary Should Have:

- A Facebook Page
- A Website
- Life!

Social Media... What's the point?

- Connect
- Engage
- Grow

Connect

- Public Awareness
- Industry Awareness
- Community Awareness

Engage

- Create conversations and connections
- Play a role in your community
- Promote auxiliary events and sales

Grow

- Recruitment
- Donations
- Advertising

Let's Get You Started...

Try the **30 Day Social Media Content Challenge**

(see handout)



Allan Forest

Social Media: up close and personal



Capturing the moment

- Invest in a camera
- Designate a paparazzo
- Hire a professional photographer
- But whatever you do...
 - please share your best photos with us!

Don't be shy...

- Social media is nothing to fear!
- Somewhere, you will find the help you need
 - one of your current volunteer members
 - a potential member, looking for a project
 - a professional who may offer you a discount

A powerful tool

- Social media is a powerful tool
 - in times of rapid change, get the word out fast
 - When you need publicity, it's quick and easy
- They may already be looking for you...
 - Local media rely on social media
 - Younger volunteers communicate in this way

Look what I did today!

- Social media can be fun
- A quick and easy way to capture and share
- Everyone who is anyone was there
- Be honest, now...
 - Didn't you look for your own photo?

Break – *please return by 2:30*

Helen Carkner

The old ways revisited:

- * Traditional media**
- * Non-traditional partnerships**

Traditional media

- What you want from them
- What they need from you
- How to bridge that gap
- What to do if it goes sideways

What you want from them

- Who reads, who watches, who listens?
- What do you mean “That’s not news”?
- But I have a clippings file...
- That’s a LOT of money in our community...

What they need from you

- Make it easy for them
 - submit photos and cutlines
- Build it into your marketing budget
 - buy advertising space
- Feed them...news and ham dinners...
 - they're only human...

What if it goes sideways?

- Crisis? What crisis?
 - The news coverage you definitely do NOT want
- What resources can you call on?
 - Working with your health authority
 - What about BCAHA support?
- Bullet 3

Find a new partner

- Who are your partners now?
 - Hospital or health authority
 - Foundation
- Why do you do what you do?
- Who else cares about that?

What can you gain?

- Shared event, shared workload
 - It takes a team to stage a great event
 - They might even have a marketing budget!
- More media interest
- Awareness among potential volunteers



Dr. Allan Holmes

**Potential benefits:
three win/win opportunities**



Have a heart!

- Iridia partners with Heart and Stroke Canada
 - free Automated External Defibrillators
- Seeking to expand their distribution
- Auxiliaries have local knowledge
 - Point them in the right direction
 - Share in the credit

Increasing skills

- Iridia educates care providers across BC
 - Physicians, nurses, allied health professional
- Perhaps you need a fundraising goal?
 - Patient simulators and educational programs
 - Funds to bring educators to smaller communities

What's in it for you?

- Iridia is interested...
 - In learning more about local fund raising
 - In bringing paramedics, physicians and equipment to work camps in the North
 - In linking you with companies who see the value of “giving back”



Questions?