

Social Media Account Proposal by Brooke Pollard

The following proposal was created for the Executive Director (ED) of the Ajax-Pickering Board of Trade (APBOT).

Objectives:

Generate followership based on APBOT corporate account; create broader conversations regarding APBOT corporate account posts.

Background:

Create an ED social media account on Twitter as a platform to share personal opinions and statements, and to extend the reach of @apboardoftrade posts. The ED account will post on issues regarding policy and advocacy, as well as specific news and updates. This account will have a less action-related purpose and a more conversational tone. Twitter is an appropriate choice for an ED account, as it is a conversation-based platform.

Handle:

- @ChrystineLangille
- @clangille
- @clangilleED

Content:

- Statements regarding position on policy and advocacy issues.
- Posts specific to ED news and updates.
- Posts regarding APBOT awards and certifications.
- Sharing @apboardoftrade posts to promote messaging and events.
- Sharing member posts that mention @apboardoftrade or ED handle.

Example post (policy and advocacy):

Quick implementation of Bill 148 has been an ongoing topic of discussion in recent months. Click to read the official @apboardoftrade media release: [link](#). #APBOT

- Alternatively, this type of post can link to an article or media materials via Durham Region, City of Pickering, Town of Ajax, etc.

Example post (news and updates):

This morning I had the opportunity to step in at this month's #NetworkingPrimer and discuss to new and existing members the various benefits of networking and attending @apboardoftrade events. #APBOT

- Include a photo of the ED presenting at the event.

Example post (APBOT recognition):

I'm pleased to share that @apboardoftrade has received the Eco Business Certification of Recognition for the second year in a row! #APBOT

- Quote tweet attached to original @apboardoftrade post

Mock Twitter Profile:



The image shows a mock Twitter profile for Chrystine Langille. At the top is a header image of a group of people at a dinner table. Below it is a circular profile picture of Chrystine Langille, a woman with blonde hair wearing a black top and a necklace. To the right of the profile picture are statistics: Tweets (5,410), Following (477), Followers (2,111), Likes (754), Lists (1), and Moments (0). Below the statistics are three tabs: Tweets, Tweets & replies, and Media. The main content area shows the profile name 'Chrystine Langille' and the handle '@ChrystineLangille'. The bio reads 'Executive Director, @apboardoftrade. Innovation, Entrepreneurship, Policy.' Below the bio are location 'Ajax-Pickering, ON', website 'apboardoftrade.com', and 'Joined'. A grid of 827 photos and videos is shown below. A black arrow points from a text box on the right to the bio text.

Tweets	Following	Followers	Likes	Lists	Moments
5,410	477	2,111	754	1	0

Chrystine Langille
@ChrystineLangille
Executive Director, @apboardoftrade.
Innovation, Entrepreneurship, Policy.
Ajax-Pickering, ON
apboardoftrade.com
Joined

827 Photos and videos

Bio: Executive Director, @apboardoftrade. Innovation, Entrepreneurship, Policy.

Text Box: Bio should include professional title with link to corporate channel, and a short snippet of key words regarding the APBOT organization and self-interests