

Instagram Plan @cityofpickering

Instagram Mission Statement

To create a socially connected Instagram platform where Pickering's residents and visitors can engage in events, updates and more happening in the community.

Objectives

- Generate more #PickeringProud users.
- Increase likes, engagement, and following by 10 per cent each year by creating a common and visually appealing photo feed.
- Associate the corporate channel as a credible account (Instagram Verified).
- Make the City's Instagram channel a digital community hub.
- Create content that is informative, youth friendly, trustworthy, connected, engaging and fun.

Instagram Audit

Capitalize on being in close proximity to Toronto, on frequent Toronto hashtags, and even Toronto photographers.

Timing photos is key to getting likes, and engaged users. When posting photos, try to post current, in-the-moment photos (i.e. walk through Esplanade park, crews out on roads, etc.)

A mix of content keeps users engaged. Rather than throwing a handful of information at followers in every post, keep them engaged with photos that are posted strictly because they make for a visually appealing post (mixing it up between in-the-moment and informational posts).

Visual Appeal is key to gaining a strong, engaged following – the channel must be strictly photographic. Using the City's recent litter post as an example, don't necessarily post an exact photo of people picking up litter. Instead, throw the same information, and message with a vibrant, pretty photo of the city (i.e. photo of our beautiful city, please help keep it clean by not littering).

- Post with a specific call-to-action, image and link to more info/website.
- Right now goal is posting once per week, recommended online to post 2-3 times per week
- Goal to increase following by 10 per cent each year – to become verified we should be aiming higher.
- Insta-reposts seem to generate a lot of likes. Posting clear/relevant photos with popular hashtags shows community engagement & the City's recognition.

- Latest reposts were made around 10:30 a.m. generating 77-100 likes, and also 8 follows within 36 hours of last repost.
- Our posts usually generate 15-40 likes, in some cases 50-60 (visually appealing photos tend to get more likes).
- Analytics show morning (10-11 am) & afternoon (2-3:30 pm) as high post times.
- Strictly an image-based platform - other municipal accounts don't use posters.
- Stick to visually appealing images to make announcements & caption important text that may have otherwise been on a poster.
- Geotags are not always incorporated, these should be on all photos to extend reach and make our account easier to find.
- Incorporate more hashtags on posts, outside of our corporate hashtags (i.e. #Photography, #Pickering) anything that will lead users to our account.
- Cross promote social accounts (effective tool to extend post reach & increase followers on each platform – showing Instagram posts on Facebook will lead our Facebook following to our Instagram channel, etc.)

Engagement

- Consider action-related promotions (cross-promoting with corporate Instagram to extend reach on all channels)
 - I.e. Win free admission for you and a friend to (event)! To qualify, tag one friend in the comments below, and follow both @pickeringevents and @cityofpickering on Instagram!
- Collaborate promotions with Rec Complex, Museum, etc.
 - I.e. Win your first month free with a the Pickering Rec gym membership! Qualifying is easy, like this post & follow both @pickeringFIT and @cityofpickering on Instagram. Good luck!
- Weekly/biweekly engagement posts with open-ended questions for people to comment/tag friends
 - I.e. "We love walking and enjoying the scenery at Esplanade Park on a sunny day, what's your favourite spot in Pickering?"
 - Create a stock of photos for scheduling purposes
- Engage with other accounts by shuffling through locations, tags, hashtags, etc. and liking and/or commenting when appropriate
 - Increase chances of "like-backs" which in turn, allows their following to see that they've liked our photo
- Comment "likes" – you can now like comments on your posts, this shows account actively acknowledges user comments/conversations/etc.

Instagram Tools

Bio

- Add new snippet to Instagram profile with a call-to-action promoting #PickeringProud. This heavily promotes hashtag, making it easily accessible/viewable to generate more users.
- “The Official Instagram account of...” shows credibility.
- Linking Facebook/Twitter allows users to follow us on all platforms, also extends credibility as these are verified accounts.

Images

- Create a common aesthetic using City of Pickering brand guidelines/colour scheme (posting photos/videos relevant to branded colour scheme creates a more visually appealing account, and generates more followers).
- Graphic designs specific to social media sharing (in placement of otherwise-used posters) i.e. download Pingstreet App and/or follow our other channels.

Video

- #PickeringProud promotional video (approx. 30 second long video with short clips edited together. Showing the City Centre & prominent community hubs, the video will end with a call-to-action message, i.e. “Share your favourite moments with us #PickeringProud.”)
- Enables more people to use the hashtag.
- Visual appeal entices more likes/engagement.
- Creates more repost-material and an engaged community.
- Boomerang videos create a fun and engaging way to share content.

Hashtags

- Incorporate relevant and popular hashtags to extend reach (maximum 2 hashtags per post as outlined in social media plan; consider more as hashtags are a prominent way to extend post reach).
- www.hashtagify.me generates relevant hashtags in co-ordinance with our post, and shows popularity of each suggested hashtag.

Insta-Stories

- Allows you to tag users as a link (cross-promote other accounts) and, once verified, post active links (redirecting users to our new mobile friendly site).
- 1-2 stories per week.
- Shows we are actively using the account and increases user engagement.
- Easy and fun videos/images at City Hall or other Pickering locations (i.e. City Hall, Esplanade Park, the mall, etc.)

- Taken in the morning, during an event, on break/lunch hour, etc. or create a folder of photos used to upload as a story.
- Example: (photo of phone/computer mouse at desk) “Have a question or concern? Contact our Customer Care Centre at 905.420.4660 or visit pickering.ca/customer-care for more information.”

Reposts

Sharing relevant photos and/or videos posted by other users, onto the City of Pickering’s Instagram account. This allows us to incorporate our messaging with visually appealing photos, generate #PickeringProud engagement, and more.

Note: other municipal accounts (i.e. @cityofoshawa) repost at least once a week or more. We could maybe try for weekly or biweekly.

Finding repost material:

- Locations (i.e. Pickering, Ontario or Frenchman’s Bay, etc.)
- Hashtags (i.e. #Pickering, #PickeringProud, #YourCity, etc.)
- Tags @cityofpickering in relevant photos
- Events (relevant event hashtags, other Pickering accounts, etc.)
- Activities (i.e. weather-related, Pickering Rec, etc.)
- Relative accounts that may have repost-material:
 - Region of Durham
 - Great Events
 - Pickering Rec
 - Pickering Museum
 - Pickering & Petticoat Library

Scheduled Posts

Planoly App

This is a mobile app that allows you to upload images to your Instagram feed without posting live. Here, you can draft captions, change order of posts, schedule posts to go live and more. It’s free for up to 30 posts a month and extremely easy to use – essentially an electronic version of the Instagram plan. The service does not automatically post photos for you – instead, schedule a post, and the app will send you a notification at the schedule time for you manually click “upload” with your pre-established caption. This allows you to manually link the post to Facebook and Twitter as well.

This will allow us to schedule Animal Service posts, Pickering Pro and more to keep the City’s channel up-to-date and visually appealing.

Ensures we are posting to Instagram at least once a week (aim for 2-3 times a week to increase user engagement) with in-the-moment posts in between scheduled posts.

- Great for planning images/reposts/insta-stories
 - Allows you to develop an overall aesthetic: deciding what images look good where/when their relevant to post, etc.
 - Tracks weekly analytic reports – this will allow us to determine best posting times, what content users like/engage with most, etc.
- Animal Service Department, Fire Service Department posts: biweekly
 - Pickering pro: 1 per week, every Monday
 - City Development: as they become available
 - Events: on-the-go or in-the-moment type posts (schedule posts ahead of time to promote event)
 - Additional posts relevant to timeliness (i.e. Civic Awards, Winter Wise, #ImFireSafe4March, etc.)

CrowdFire App

Creating a free account allows us to show our analytical progress, giving an accurate idea of how many likes/follows we receive on average (weekly/monthly basis).

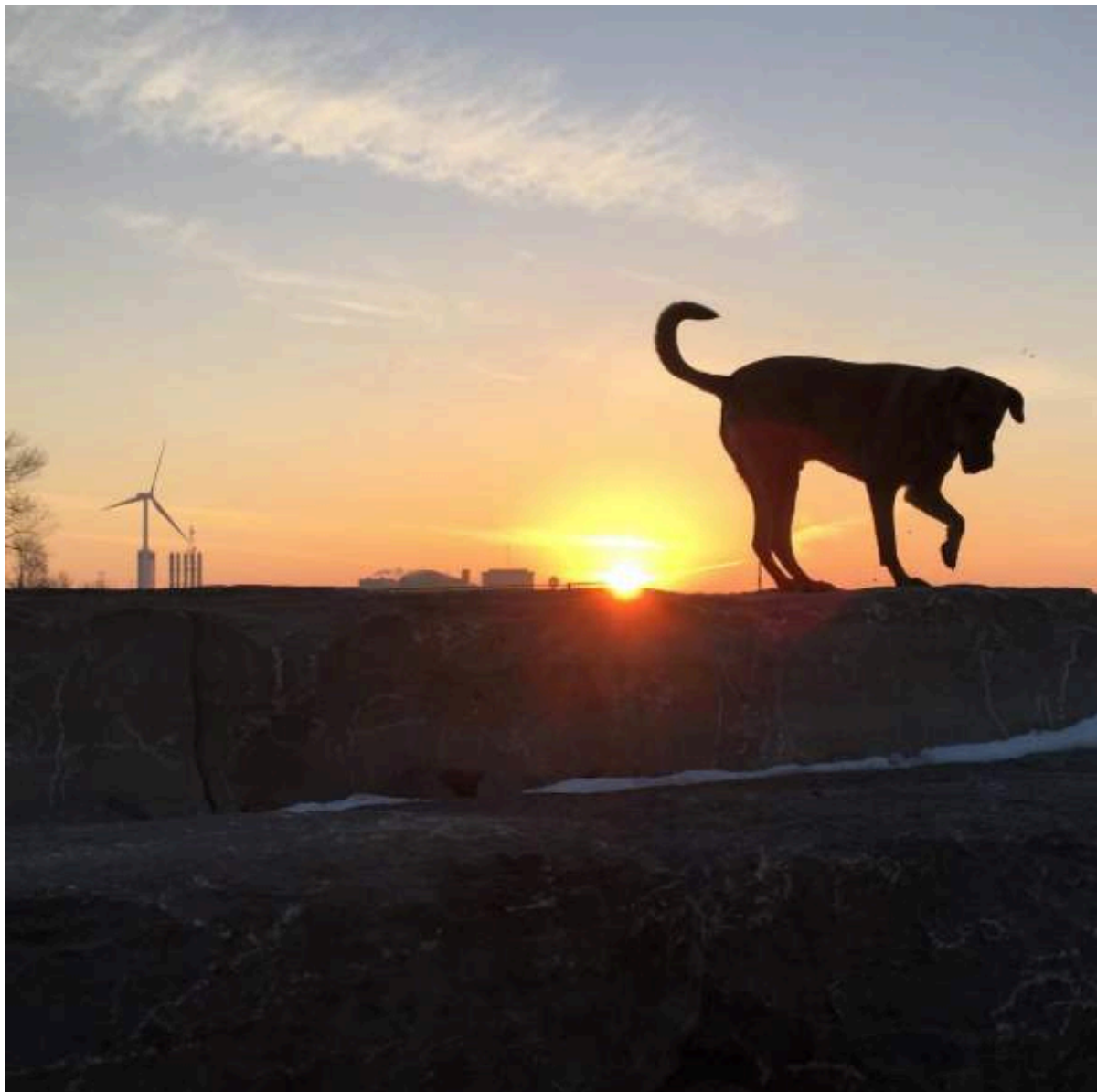
- Great tool for relationship management on Instagram
- Scans your account details and tells you what to do/when to do it to increase popularity on the platform
- Sends you a notification of what to like, when to post, etc.

Additional Notes

- Active posts in between scheduled posts (i.e. events, in-the-moment type posts)
- Research relevant hashtags for days/events we could tailor community messaging to (i.e. #NationalCommunityDay, etc.)
- Media scanning relative accounts for input (i.e. @cityofoshawa, @cityofto) What are these accounts doing that works? What can we learn from their success?
- GE's Instagram account is a great example of a corporate channel using Instagram to their full advantage.

Mock Instagram Posts

Repost Photos – Instagram



Make a difference in a pet's life! (paw print emoji) Pickering Animal Services is committed to finding animals a loving home, reuniting lost pets with their owners, caring for sick or injured animals, promoting responsible pet ownership, pet licensing, and so much more!

If you're ready to take on a new friend (cat, dog, bunny emojis) you can adopt today!

To view animals in need of a loving home, visit pickering.ca/petadoption or contact 905.427.0093.

(camera emoji): [@maryellenfraser](https://www.instagram.com/maryellenfraser) | (pinpoint emoji): Pickering Beachfront Park



Did you know the giant wind turbine at Beachfront Park is one of the largest in North America? (gasp emoji)

Winter, Spring, Summer or Fall, Ontario Power Generation's (OPG) giant wind turbine provides hundreds of homes with energy, and also makes for a gorgeous view along the Beachfront boardwalk. (walking emoji)

Capture and share your moments in Pickering using the hashtag #PickeringProud.

(camera emoji): @poodz | (pinpoint emoji): Beachfront Park and Millennium Square

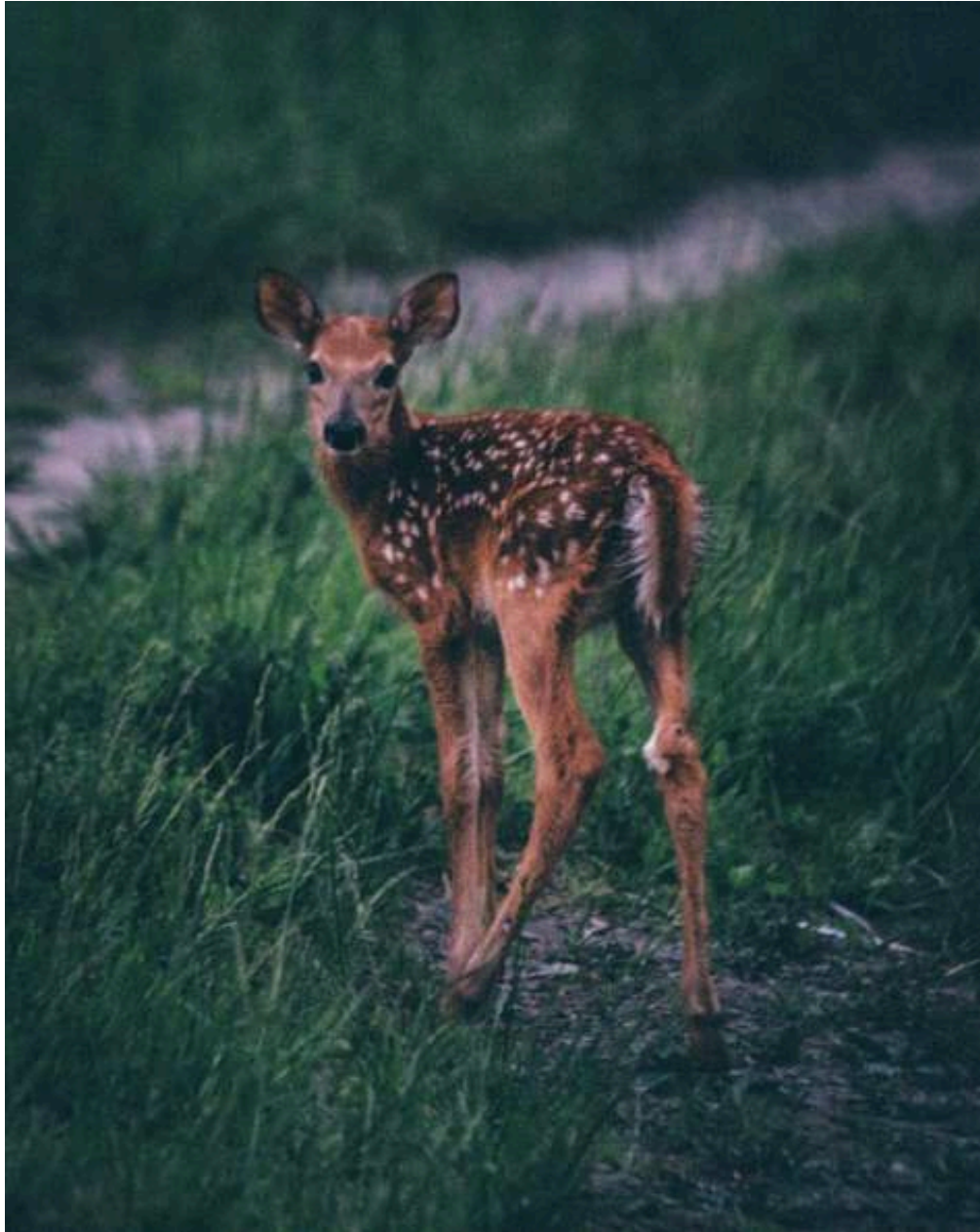


Winter Wonderland... (snowflake emoji)

Millennium Square and the Beachfront Park make for a beautiful winter walk. Head south down Liverpool road towards the Nautical Village shops and restaurants to grab a hot beverage and enjoy the scenery!

(camera emoji): [@chesnuthilldev](#) | (pinpoint emoji): Millennium Square

Capture and share your moments in Pickering using the hashtag #PickeringProud.



An amazing photo, capturing a beautiful moment in one of our favourite parks!

(camera emoji): @kaiiils | (pinpoint emoji): Rouge Valley National Park

Home to a variety of wildlife, #RougeValley is a unique combination of woodlands, valleys, meadows and farmlands that were set apart to create one of the largest parks in an urban area in North America. While we invite you to explore the park, please respect the wildlife. (deer, bear, chipmunk emojis)

Capture and share your favourite moments with us using #PickeringProud.



Do you remember the Harbour Entrance before 2012?

As an integral part of the City of Pickering's overall commitment to make the Pickering Waterfront a safe and welcoming place, the reconstruction created a safe harbour entrance that supports the marine functions of the bay, while preserving and enhancing the ecological conditions! New break-waters and dredging of the harbour entrance channel allowed new opportunities for public use and recreation, environmental sustainability, enhanced tourism and commercial use!

Explore it today and share your moments with us using #PickeringProud.

(camera emoji): @poodz | (pinpoint emoji): Frenchman's Bay Harbour Entrance



Grab your (canoe emoji) and head outside! One of Pickering's gems is its waterfront. Of the 7.6 kilometres of Lake Ontario waterfront, approximately 5 kilometres is publicly accessible - 2.7 kilometres being beach. Head to one of our many waterfront locations today to enjoy water play, sports, and more fun activities! (water emoji)

Capture and share your favourite moments with us using #PickeringProud.

(camera emoji): [@mahasarout](#) | (pinpoint emoji): Pickering Beachfront Park



The City of Pickering strives to preserve and enrich this beautiful city for the current residents and future generations to come! Continuing to build a healthy and safe environment where all feel welcome, the Frenchman's Bay Waterfront is one of many places to connect with your community.

We love seeing Pickering through your eyes! Use #PickeringProud to share your favourite moments!

(camera emoji): @__mikro__ | (pinpoint emoji): Pickering Beachfront

Engagement Posts – Instagram



Looking for something fun to do with the whole family this weekend? Why not head to the Pickering Recreation Complex for some public skating (skate emoji) and hot chocolate! (coffee emoji) Tag a friend who'd like to join! #PickeringProud #YourCity To view the public skating schedule, visit bit.ly/2kUnyKc.



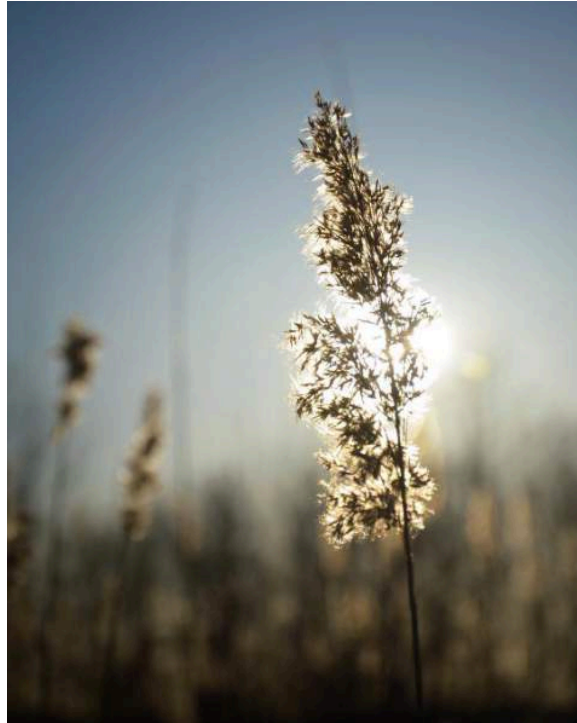
The sun is shining, and the waterfront is calling your name! (sun emoji) It's the perfect day to soak up this gorgeous weather and grab a bite to eat while you explore all that Nautical Village and Pickering Waterfront have to offer. Tag a friend who'd love to go!



Get outside! There's no better time of year to enjoy all that Millennium Square has to offer. From music to – head south down Liverpool road to enjoy the sand, sun and splash pad! What do you love most about Millennium Square?!



Get outside! With 5 km of accessible waterfront, #Pickering has lots of fun and exciting beach activities for you to enjoy! Frenchman's Bay Marina is one of our favourite spots – what's yours?! (wave emoji)



What better way to spend this sunny day than walking and enjoying the scenery in one of Pickering's numerous parks and trails. What's your favourite neighbourhood spot to take a walk?

(camera emoji): @four.one.six (pinpoint emoji): Rouge Valley Trail

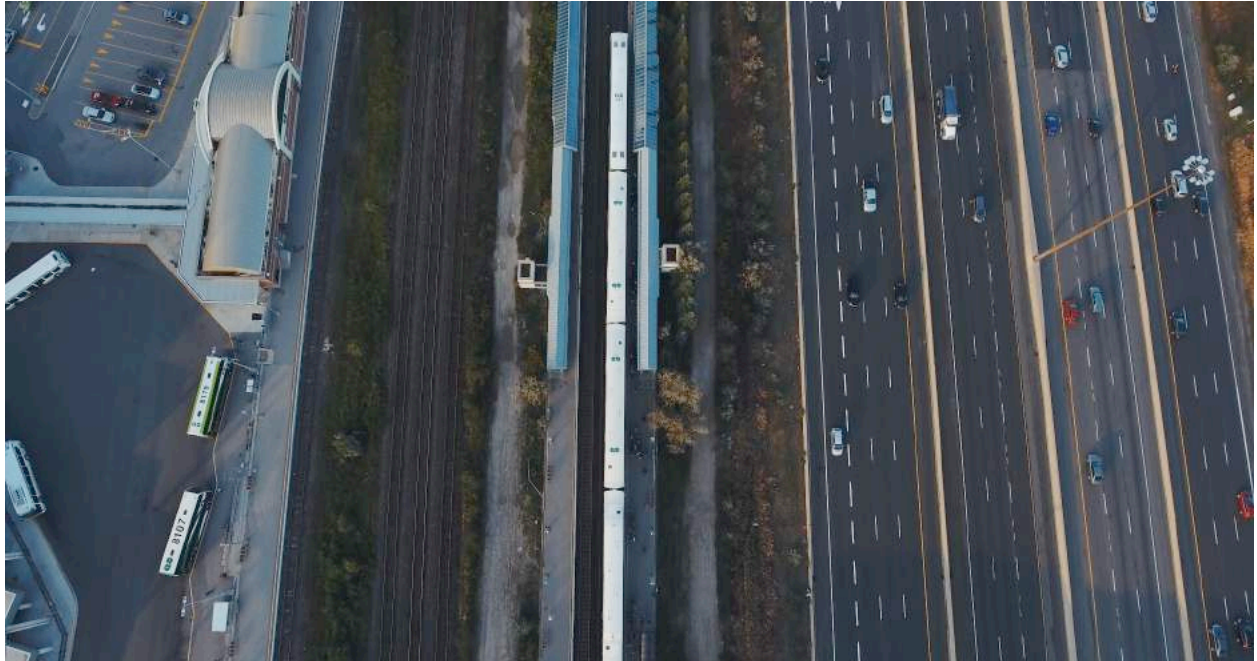
Guess this #PickeringPlace Posts – Instagram



With workshops and tours, you play games and explore the land. Most gather with friends, family, and peers to learn about local history – while some gather to make their own history here (engagement ring emoji). Can you guess this #PickeringPlace?



When the (sun emoji) is shining bright, a unique outdoor community gathers in the (heart emoji) of the Pickering City Centre. Here you might experience art, local fresh produce, and sustainable goods. Can you guess this #PickeringPlace?



To travel near and far, you GO here all the time. It might be part of your morning commute, or your weekend routine. Can you guess this #PickeringPlace?



You come here to sweat, or even make a splash. Depending on the season, you gather here to play Canada's favourite sport, or ride outside to learn a trick or two! Can you guess this #PickeringPlace?

Instagram Promotions – Pickering Museum

Free Family General Admission



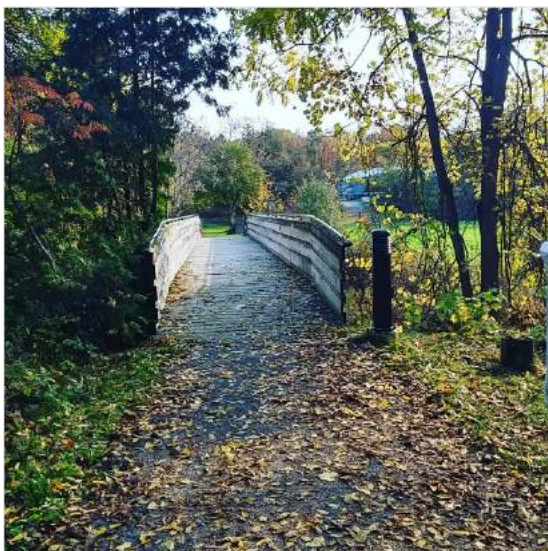
Win a free Family Pass to Pickering Museum Village (a \$25 value) by tagging one friend and commenting #ILovePickeringMuseum below! To qualify, both must be following @cityofpickering on Instagram. Winner will be announced May 29, 2017.

The Pickering Village Museum opens on weekends in June, and Wednesdays to Sundays in July and August. A great place to take the family, and learn about Pickering's heritage! Don't miss this chance!

(camera emoji): [@mfjbonello](#) | (pinpoint emoji): PMV

Free Family Event Admission

1. Teddy Bear Picnic Event

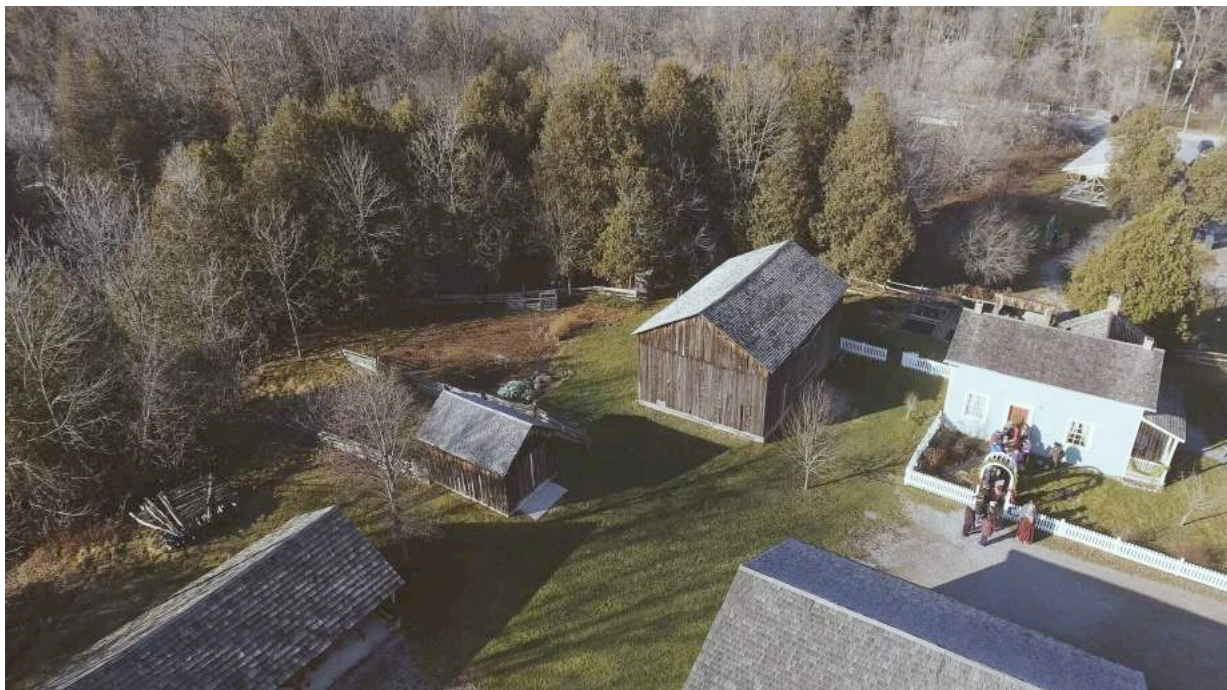


June 24th is the day the Teddy Bears (bear emoji) have their picnic! Win a free Family Event Pass to the Teddy Bear Picnic (a \$30 value) at Pickering Museum Village! To qualify, tag one friend and comment (bear emoji) below! Both must be following @cityofpickering on Instagram. Winner will be announced June 19, 2017.

Don't miss this chance! The Teddy Bear Picnic runs from 10 am to 4 pm on June 24th. watch a play, have your stuffed friend stitched up, and tell legendary tales of your adventures! A free Family Event pass includes admission for 2 adults and up to 5 children. For more information on PMV events, visit the link in bio.

(camera emoji): [@aboyandhismom1](#) | (pinpoint emoji): PMV

2. Museum Minecraft



Back by popular demand, and here with a chance for a free admission! Unplug for the day and come to Pickering Museum Village for a live version of your favourite desktop computer game – Minecraft! Win a free Family Event Pass to the Museum Minecraft (a \$30 value) by tagging one friend and commenting (controller emoji) below! Both must be following @cityofpickering on Instagram. Winner will be announced August 8.

Don't miss out on mining for resources throughout the village and crafting your items to get through game levels! The event takes place on August 12 from 10 am to 4 pm and the free Family Event Pass includes free admission for 2 adults and up to 5 children. For more information on PMV events, visit the link in bio.

3. Christmas in the Village



It's beginning to look a lot like Christmas... in the Village! (Christmas tree emoji) Visit Pickering Museum Village and win a free Family Event Pass to the annual Christmas in the Village (a \$30 value)! Qualifying is easy - tag one friend and comment (snowflake emoji) below! Both must be following @cityofpickering on Instagram. Winner will be announced November 27.

Don't miss this chance! The event takes place on December 3 from 12 pm to 3:30 pm and the free Family Event Pass includes free admission for 2 adults and up to 5 children. For more information on PMV events, visit the link in bio.

(camera emoji): @kellybietola | (pinpoint emoji): PMV

Winter Wise Posts – Instagram



Drive safe! As the snow falls and crews continue to clear the roads, remember to drive with care! Routes are divided through the City of Pickering and Region of Durham operations. Priority Routes include roads people use to get to hospitals, in and out of the city, business areas, and bus routes. We appreciate your patience & understanding as snow operations continue! (snowflake emoji)

For more information on Snow Removal and Clearing please visit pickering.ca/snowclearing. To speak with a representative, contact our Customer Care Centre at 905.683.7575 or visit pickering.ca/customer care for more information.

(camera emoji): [@chantal_sammons](https://www.instagram.com/chantal_sammons) | (pinpoint emoji): Pickering



Let's work together to clear the snow! Once snow operations have cleared the roads, windrows – or piles of snow - may be left at the end of your driveway. While operators do their best to minimize windrows, we ask that you shovel this onto your boulevard and not back onto the road. While unavoidable, we understand how frustrating this can be if you have already cleared your driveway.

We appreciate your understanding and help in keeping our roads safe! - pickering.ca/snowclearing. For more information, call 905.683.7575.



Help keep our roads and pathways safe! Keeping our streets clear after a snowfall is a joint effort! As soon as the snow begins to fall, our crews are out on the streets salting and clearing roads, but we need your help with the following:

- Removing snow and ice from sidewalks that are in front of or beside your property within 24 hours after a snowfall
- Removing parked cars from the road during a snowfall or overnight
- Shoveling windrows onto your boulevard and not back onto the road
- Making sure that you do not block visibility or access to a fire hydrant while shoveling snow on your property

For more information on Ice & Snow Clearing, please visit pickering.ca/snowclearing. To speak with a representative, contact our Customer Care Centre at 905.683.7575 or visit pickering.ca/customercare for more information.



Be prepared! It's important to dress with the weather in mind. Dress in layers of warm clothing with a wind-resistant outer layer, and seek shelter when cold winds are extreme. Remember to also take special care of children, elderly and pets, as they may be more susceptible to the cold.

For more tips and information on cold weather safety please visit bit.ly/2jvH1jw. To speak with a representative, contact our Customer Care Centre at 905.683.7575 or visit pickering.ca/customercare for more information.

(camera): [@pheeb77](https://twitter.com/pheeb77) | (pinpoint): Pickering