

# Education & Outreach Committee Meeting Minutes Tuesday, February 7, 2023 9:00 a.m. – 12:00 p.m. LICA Boardroom and via Microsoft Teams

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**Present:** Louise White-Gibbs  
Murray Phillips  
Duane Zaraska  
Colin Cote  
Cindy Connolly  
Kim Foisy  
Amanda Avery Bibo

**Guests and Observers:** Robert Machatis

**Staff and Contractors:** Vicky Krawchuk, LICA Executive Director  
Stephanie Sitkowski, Education & Outreach Coordinator  
Kayla Helling, Environmental Coordinator  
Eveline Hartog, LICA Administrative Professional  
Lori Jodoin, LICA Administrative Professional

**Regrets:** Evelyn Mondares  
Gabrielle Whiskeyjack

## 1.0 CALL TO ORDER

The Committee Chairperson called the meeting to order at 9:03 a.m.

### 1.1 Territorial Acknowledgement

### 1.2 Vision, Mission, and Values

### 1.3 Introductions

### 1.4 Roll Call



## **1.5 Approval of Agenda**

### **1.5.1 February 7, 2023, Education and Outreach Committee Agenda**

**#1 Moved by Duane Zaraska AND CARRIED that the February 7, 2023, Agenda be approved as presented.**

## **1.6 Approval of Minutes**

### **1.6.1 December 12, 2022**

**#2 Moved by Cindy Connolly AND CARRIED that the December 12, 2022, Minutes be approved as presented.**

## **2.0. NEW BUSINESS**

### **2.1 Social Media**

#### **2.1.1 Review of Social Media Guide**

The LICA Education & Outreach Committee reviewed the Social Media Guide.

A discussion was held on the various social media accounts LICA has. Currently, LICA actively uses Facebook and Instagram. In addition to those accounts LICA also has a Twitter account, but it is not being used.

A Committee member mentioned that Industry and Business actively use Twitter, but youth and the majority of people use Instagram and Facebook. Twitter seems to be more business based. It was suggested to leave the Twitter account dormant for now, for potential future activity and to continue using Facebook and Instagram.

#### **2.1.2 Review Policy 4.3 Social Media Management**

The LICA Education & Outreach Committee reviewed Policy 4.3 *Social Media Management* for information.

A Committee Member stated that all Board, Committee Members, and Staff should actively be sharing LICA posts and content on their own social media accounts, to increase LICA exposure.

One recommendation was made to Policy 4.3.2.5. Reword it to say- "Periodically review passwords and administrators and the Passwords document in the shared drive."



## **2.2 Stream of Dreams**

### **2.2.1 Review Application – Light of Christ School**

The Education & Outreach Coordinator presented the Stream of Dreams Application from Light of Christ School in Lac La Biche. They were the only school to send in an application this year; they have applied in the past. The owner of the fence gave them permission to use it for Stream of Dreams. A Committee Member thought the location was great; since the fence is right on main street, it will get good exposure.

LICA's goal is to do two Stream of Dreams programs per year, based on LICA's budget. The price has recently increased from \$5.00 to \$7.00 per fish.

It was also mentioned that a couple of groups in Bonnyville may be interested in participating in it for their Summer Programs. Those fish could possibly be displayed in LICA's Community Garden or baseball diamonds in town. The murals can be put up anywhere in the community, not just schools. Local FCSS may also be interested in the program and offer it as a series of workshops over the summer, so families could participate together.

There is also an option to re-do the Stream of Dreams programs in schools for those who have previously completed it if it was more than four years ago. Students would have the option to purchase their fish which were previously done, with the money going back into the program.

A Committee Member suggested reaching out to Senior Citizen Facilities to share the program and increase exposure. Possibly making it a grandparent and grandchild activity.

A Committee Member requested the E&O Coordinator to reach out to all members of the Committee. Sending them an application, so they can send it out to their sectors which would broadcast it out to their communities.

E&O Coordinator also mentioned that Stream of Dreams has a Fish in a Box program, which was used during COVID when children could not be altogether.

All schools within the LICA region have been contacted. A Committee Member recommended the E&O Coordinator reach out to the schools again in May 2023, reminding them that LICA can offer them this program. Applications are now closed but will be reopening again in Fall 2023.

**#3 Moved by Louise White-Gibbs AND CARRIED that the Stream of Dreams Application for Light of Christ School be approved as presented.**



### **3.0 ONGOING BUSINESS**

#### **3.1 Education & Outreach Update**

The Education & Outreach (E&O) Coordinator presented her Update to the Committee, noting:

- Photo Contest is now complete. Judging was difficult to arrange so photos were sent to judges, and they had to choose the top ten, for the Adult Category. The three photos with the most points were selected as winners. The Youth Category had three entries. Photos were framed, and winners are coming in to pick them up. They will also receive their cash prize, as advertised, via mail. The prizes are as follows:
  - Fan Favourite - \$50 cheque with a small LICA prize bag
  - Adult 1<sup>st</sup> Place - \$150 cheque
  - Adult 2<sup>nd</sup> Place - \$100 cheque
  - Adult 3<sup>rd</sup> Place - \$50 cheque
  - Youth 1<sup>st</sup> Place - \$150 cheque
- Please note that the youth recipient is the same for first, second, and third place in the youth entries. The winner has received a collage photo frame of all winnings and a monetary value for the first-place award.
- Calendar Contest is also complete, as all winners have received their prizes.
- The deadline for the Cookbook has been extended until March 31, 2023. Approximately 20-30 recipes have been submitted.
- She will contact Industry as well to do an evening presentation.

##### **3.1.1 School Programming Updates**

The Education & Outreach (E&O) Coordinator updated the Committee on School Programming.

- Programs are continuously being updated with current information. Five Wastewater Programs and three Air, Water, and Climate Programs were presented last week. In addition, two Airshed Programs have been done since her report was written.
- X-Stream Science training will occur in May or June 2023 in Camrose during the WPAC Meeting and then the program will begin to roll out.
- Little Green Thumbs contact was established. E&O Coordinator is connecting with all the schools to update equipment and provide consumables. Older systems will be updated with new LED lamps.
- A Committee Member asked that if the Two Hills FCSS wanted us to come and do a program, would we have to do it in Myrnam, as Two Hills is outside of the LICA region? Another member stated that this would have to be a Board decision. All school programming is offered to all Two Hills Schools because the rest of the St. Paul School Division is in the LICA region.
- Another Committee Member asked about how they can get printed material for the KLOB program. The E&O Coordinator will assist with this.



### **3.1.2 Upcoming Community Events**

The Education & Outreach (E&O) Coordinator updated the Committee on Upcoming Community Events.

- On Monday, February 13, 2023 LICA will be hosting a Bird ID Workshop. It can be offered virtually if needed. Another Bird ID Workshop will be held in the Lac La Biche region at a later date.
- Vermicomposting Workshops have been very popular as interest has been increasing throughout the community. There will be 50-60 bins being completed this month. The Bonnyville Library is holding one on February 8th, which has 22 participants registered. Rich Lake Agricultural Society also requested to have a workshop in April 2023.
- ALUS 101 Presentation will be held on February 27, 2023.

A Committee Member pitched the idea of holding another Virtual Science Fair within social media to engage youth through active learning. Youth will send in small reels of their science projects. Advertising will start soon, so youth can work on it through Easter/Spring Break. The fair will have three different age categories. LICA Admin will decide on details on timelines and age groups. Submission deadline will be Friday, April 14, 2023. The E&O Coordinator will collect entries and place them into a folder on Sharepoint. The folder will be shared with Committee Members for personal viewing and then they will be watched together at the April Meeting, for judging. There will be cash prizes for each age category. In addition, one Fan Favourite Award will receive a LICA swag bag.

**#4 Moved by Amanda Avery Bibo AND CARRIED that the Virtual Science Fair with monetary prizes of \$50.00, \$75.00, and \$100.00 cash be approved.**

## **4.0 ACTION LIST**

### **4.1 Follow-Up on Action List**

#### **4.1.1 December 12, 2022**

The Committee reviewed the E&O Action List from the December 12, 2022 meeting.

## **5.0 UPCOMING MEETING DATES**

### **5.1 Board Meeting – February 23, 2023**

Murray Phillips, E&O Chairperson, is unable to attend. Duane Zaraska will be reporting.

### **5.2 Next Meeting – April 24-28, 2023**



## 6.0 ADJOURNMENT

The meeting adjourned at 10:39 a.m.

**#5 Moved by Colin Cote AND CARRIED that the meeting be adjourned.**

Approved on: \_\_\_\_\_  
Date

\_\_\_\_\_  
Signature



**2022-23 Attendance**  
**Education & Outreach Committee Meetings**

NAME	December 12, 2022	February 7, 2023					
Evelyn Mondares	TC						
Louise White-Gibbs	✓						
Stephanie Sitkowski	✓						
Amanda Avery Bibb	✓						
Murray Phillips	TC						
Duane Zaraska	TC						
Gabrielle Whiskeyjack	TC						
Colin Cote	TC						
Cindy Connolly	TC						
Kim Foisy	✓						

Notes: ✓ = Present

TC = Telephone Conference

A = Absent from Meeting





Lakeland Industry and Community Association  
 Box 8237, 5107W - 50 Street, Bonnyville, AB T9N 2J5  
 780 812-2182 780 812-2186 www.lica.ca

# Education and Outreach Committee (EOC) Meeting

## LICA Boardroom and via Microsoft Teams

### Tuesday, February 7, 2023

### 9:00 a.m. - 12:00 p.m.

Item	Agenda	Discussion Leader	Required Outcome
<b>1.0</b>	<b>CALL TO ORDER</b>		
1.1	Territorial Acknowledgement	<b>Murray</b>	
1.2	Vision, Mission, and Values	<b>Murray</b>	
1.3	Introductions	<b>All</b>	
1.4	Roll Call	<b>Murray</b>	For Review
1.5	Approval of Agenda		
1.5.1	February 7, 2023	<b>Murray</b>	For Decision
1.6	Approval of Minutes		
1.6.1	December 12, 2022 - DRAFT	<b>Murray</b>	For Decision
<b>2.0</b>	<b>NEW BUSINESS</b>		
2.1	Social Media		
2.1.1	Review of Social Media Guide	<b>Stephanie</b>	For Discussion
2.1.2	Review Policy 4.3 <i>Social Media Management</i>	<b>Stephanie</b>	For Information
2.2	Stream of Dreams		
2.2.1	Review Application – Light of Christ School	<b>Stephanie</b>	For Decision
<b>3.0</b>	<b>ONGOING BUSINESS</b>		
3.1	Education and Outreach Update	<b>Stephanie</b>	For Information
3.1.1	School Programming Updates	<b>Stephanie</b>	For Information
3.1.2	Upcoming Community Events	<b>Stephanie</b>	For Information
<b>4.0</b>	<b>ACTION LIST</b>		
4.1	Follow-up on Action List		
4.1.1	December 12, 2022	<b>Murray</b>	For Review
<b>5.0</b>	<b>UPCOMING MEETING DATES</b>		
5.1	Board Meeting – February 23, 2023	<b>Murray</b>	For Information
5.2	Next Meeting – TBD	<b>Murray</b>	For Information
<b>6.0</b>	<b>ADJOURNMENT</b>	<b>Murray</b>	For Decision





Lakeland Industry and Community Association

Box 8237, 5107W - 50 Street, Bonnyville, AB T9N 2J5

780 812-2182 780 812-2186 www.lica.ca

## Education & Outreach Committee Meeting Minutes

Monday, December 12, 2022

9:00 a.m. – 12:00 p.m.

LICA Boardroom and via Microsoft Teams

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**Present:** Louise White-Gibbs  
Murray Phillips (Via Microsoft Teams)  
Duane Zaraska (Via Microsoft Teams)  
Colin Cote (Via Microsoft Teams)  
Cindy Connolly (Via Microsoft Teams)  
Kim Foisy  
Evelyn Mondares (Via Microsoft Teams, arrived 9:20 a.m.)  
Amanda Avery Bibb  
Gabrielle Wiskeyjack (Via Microsoft Teams)

**Guests and Observers:** Robert Machatis

**Staff and Contractors:** Vicky Krawchuk, LICA Executive Director  
Stephanie Sitkowski, Education & Outreach Coordinator  
Eveline Hartog, LICA Administrative Professional  
Lori Jodoin, LICA Administrative Professional  
Kayla Hellum, Environmental Coordinator

**Regrets:**

### 1.0 CALL TO ORDER

Vicky Krawchuk, LICA Executive Director, called the meeting to order at 9:00 a.m.

#### 1.1 Territorial Acknowledgement

#### 1.2 Vision, Mission, and Values

#### 1.3 Introductions

#### 1.4 Roll Call



## **1.5 Approval of Agenda**

### **1.5.1 December 12, 2022, Education and Outreach Committee Agenda**

**#1 Moved by Louise White-Gibbs AND CARRIED that the December 12, 2022, Agenda be approved as presented.**

## **1.6 Approval of Minutes**

### **1.6.1 September 8, 2022 – DRAFT**

**#2 Moved by Duane Zaraska AND CARRIED that the September 8, 2022, Minutes be approved as presented.**

## **2.0. CHAIRPERSON APPOINTMENT**

### **2.1 Appointment of Committee Chairperson**

The Education & Outreach Committee (EOC) appointed Murray Phillips to be chairperson of the committee by acclamation.

## **3.0 POLICY REVIEW**

### **3.1 Committee Terms of Reference**

The LICA Education & Outreach Committee reviewed the Terms of Reference document. The following changes were recommended to the Board of Directors.

**#3 Moved by Duane Zaraska AND CARRIED that the LICA Education & Outreach Committee Terms of Reference be accepted as amended.**

### **3.2 Policy Review**

#### **3.2.1 Policy 1.5 Decision-Making Process**

The LICA Education & Outreach Committee reviewed Policy 1.5 *Decision-Making Process* for information.

#### **3.2.2 Policy 1.12 Volunteer Hours**

The LICA Education & Outreach Committee reviewed Policy 1.12 *Volunteer Hours*.

#### **3.2.3 Policy 1.13 Confidentiality**

The LICA Education & Outreach Committee reviewed Policy 1.13 *Confidentiality* and each member was requested to sign a copy for retention by LICA if they had not already done so.



### **3.2.4 Policy 2.7 Board and Committee Expenses and Remuneration**

The LICA Education & Outreach Committee reviewed Policy 2.7 *Board and Committee Expenses and Remuneration*.

#### **3.2.4.1 Expense Claim Form**

The Committee reviewed the LICA Expense Claim Form.

#### **3.2.4.2 Direct Deposit Option**

The Education & Outreach Committee members eligible for stipends were given the option to complete the Direct Deposit form noting that a VOID cheque will be required to accompany the form.

### **3.2.5 Committee Member Sign-on**

The Committee was requested to complete the Board and Committee Sign-on sheet for retention by the Financial Coordinator. Members who have already completed this form were requested to complete the form should their contact information have changed.

## **4.0. ONGOING BUSINESS**

### **4.1 Education & Outreach Update**

The Executive Director and Education & Outreach (E&O) Coordinator presented their updates to the Committee, noting:

- School programs cancelled in October and November are being rescheduled with teachers for the new year.
- The calendar contest galley has been sent to Dark Horse Media and we are awaiting the final proof and calendars will be printed, hopefully, by December 15. The photo contest judging will happen in January 2023. Sixty-three photos are eligible for judging.
- The deadline for submissions by schools who wish to receive the Stream of Dreams program has been extended to January 20, 2023. Schools who had applied in the past but were not awarded the program have been contacted.
- The artwork for the LICA cookbook is being worked on but publication of the cookbook will be deferred until harvest 2023 to allow for more recipe submissions.
- The Community Garden beds, and compost bin have been prepared for the winter season with minor repairs done on the compost bin. A professional grass cutting service was hired in the fall resulting in the garden looking very tidy before the snow fell. In Spring 2023, there will be placement of security cameras, lights, and signage at the garden.



#### **4.1.1 LICA Calendar Contest Winners**

The Committee briefly reviewed a slide show showcasing the entries of the LICA Calendar Contest. Winners will be notified once calendars are ready.

### **5.0 ACTION LIST**

#### **5.1 Follow-Up on Action List**

##### **5.1.1 September 8, 2022**

The Committee reviewed the E&O Action List from the September 8, 2022, meeting noting:

- Item 2.2.1 Bonnyville Community Garden 2022 the fall weed removal, managing inactive beds and cover crop for inactive beds will be assigned to Stephanie and updated to Spring 2023.
- Item 2.2.3 Cameras need the addition of signage in the garden and will be assigned to Stephanie.
- Item 2.2.4 Cookbook will now be completed in the fall of 2023 and assigned to Stephanie.
- Item 2.3.1 Judging Timeline to be assigned to Stephanie and to be completed in January 2023.
- Item 2.3.2 Showcase Event to be updated to Spring 2023 and assigned to Stephanie.
- Item 2.3.3 Fan Favorite Voting will be assigned to Stephanie and completed in January 2023.
- Item 2.6 Volunteer Appreciation Event will be assigned to Stephanie to be completed in February 2023.

The Committee had a general discussion regarding activities that Education and Outreach could consider pursuing. These included:

- Having an industry-based community presentation, such as Pathways with Jason Barrie presenting on carbon capture. This could be an evening or a LICA Lunch and Learn event.
- Contacting Alberta Environment and Protected Areas or Alberta Energy Regulators to do a community presentation.
- Hosting an open house showcasing our programs, and the photo contest winners; or having a volunteer appreciation event.
- Do presentations to municipal councils and school boards in the LICA region to inform them of our community and school programs in order to get local buy-in for these programs; this is who we are, this is what we can offer, how can we partner?
- Create more awareness of the airshed component of LICA's activities.
- Consider creating a YouTube video of what programs E&O has and what LICA can offer in the community.
- Have a booth and participate in the Lac La Biche Healthy Waters kick-off to the Keep Our Lake Blue campaign on June 4, 2023.
- Consider establishing an E&O youth committee to pursue environmental projects in their schools and in the community.



- Planting shelter belts or fruit tree seedlings in inactive LICA Community Garden beds and then awarding these seedlings to LICA volunteers.

## **6.0 UPCOMING MEETING DATES**

### **6.1 Board Meeting – December 15, 2022**

### **6.2 Next Meeting – TBD**

## **7.0 ADJOURNMENT**

The meeting adjourned at 10:28 a.m.

**#4 Moved by Duane Zaraska AND CARRIED that the meeting be adjourned.**

Approved on: \_\_\_\_\_

Date

Signature





**LICA**  
ENVIRONMENTAL STEWARDS

## Social Media Guide





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# Purpose



Social media allows LICA to share messages that promote its vision, mission, and values. LICA uses social media to connect stakeholders, promote community involvement, educate the community, and advocate for environmental stewardship. This guide includes recommendations for the best way for LICA to use social media to share messages that promote its values.



## Vision

The environment in the LICA region is ecologically healthy and sustainable.



## Mission

LICA collects, shares, and acts upon credible data, Indigenous Knowledge, and information relevant to the environment. This will be achieved through scientific study, community engagement, and meaningful partnerships.



## Values

- We connect stakeholders and promote community involvement.
- We provide timely, defensible, and accessible data.
- We educate the community, advocating for environmental stewardship.
- We responsibly manage our resources to achieve our vision and mission.

# LICA's Social Media Goals

## Increase Brand Awareness

Annually increase LICA's social media following by 10% on Facebook and Instagram.

## Boost Workshop & Event Attendance

When hosting events, reach at least 90% capacity.

## Increase Membership & Email Registration

Annually grow membership and email list by 10%.

## Challenges

LICA occupies the unique position of supporting two topics that are often polarized in social media: industry and ecological health. This polarization presents a challenge of unifying LICA's online following in a way that maintains healthy perceptions of all viewpoints.

## Solution

Although LICA faces unique challenges when it comes to increasing its online following, there are ways to overcome the challenges. Neither industry nor ecological health will be vilified in LICA's online messaging, and the messaging will show how each can prosper while coexisting in the region.





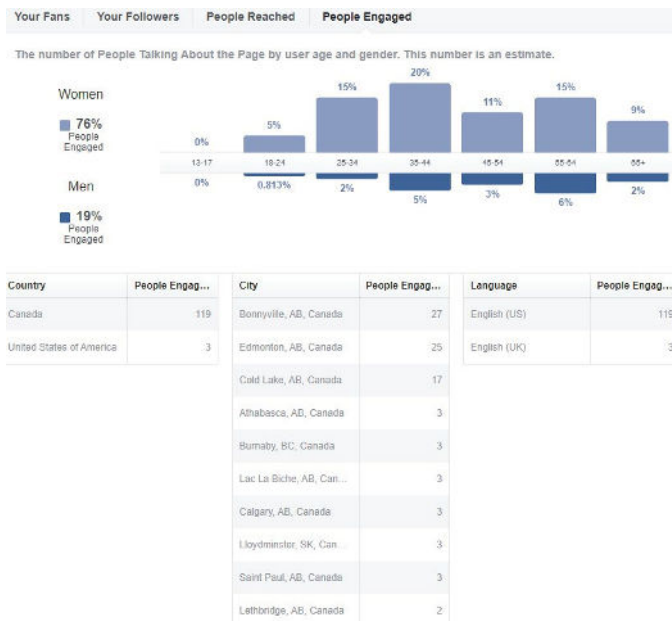
# Audience Insights



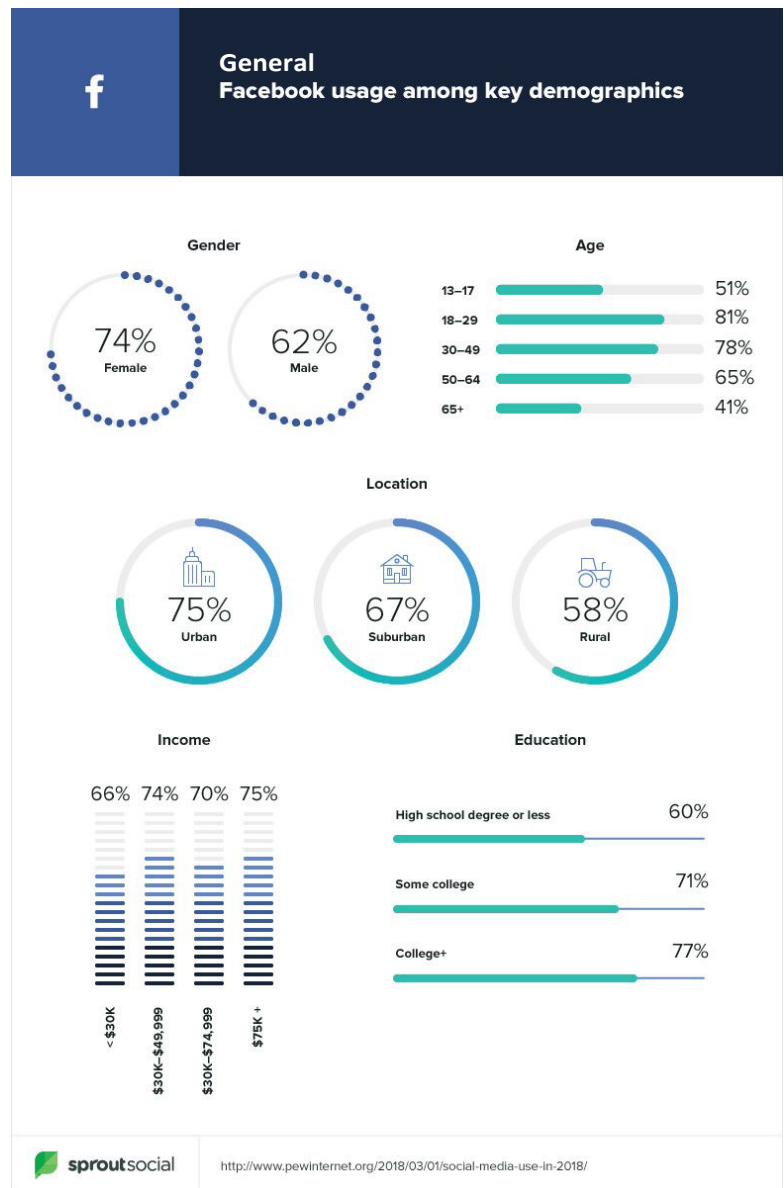
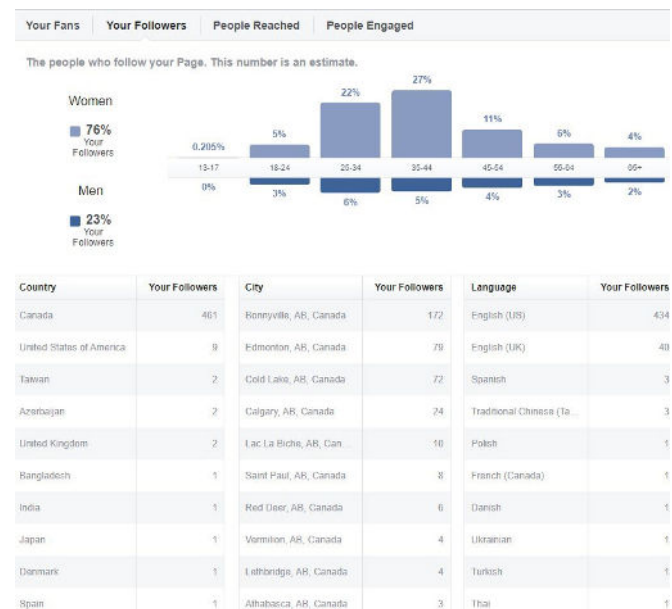
An audience persona is a fictional character (based on real data and market research) who represents a segment of a target audience. The purpose of identifying an audience persona is to guide LICA toward creating social media content that the target audience will find appealing. The data used to create LICA's audience persona is based on analytics from our current Facebook and Instagram audiences.

## Facebook

### People Engaged



### Followers



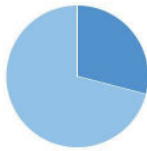


# Instagram



## Gender & Days Active

### Gender ⓘ

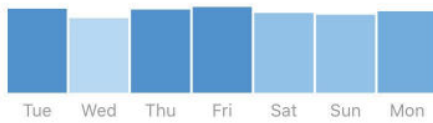


71%  
Women

29%  
Men

### Followers ⓘ

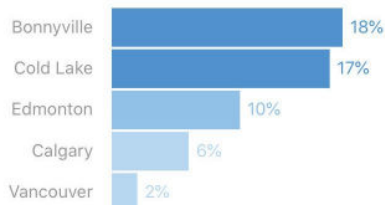
Hours Days



## Locations

### Top Locations ⓘ

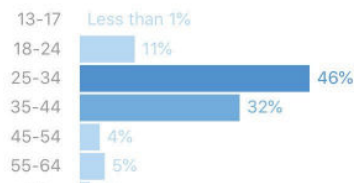
Cities Countries



## Age

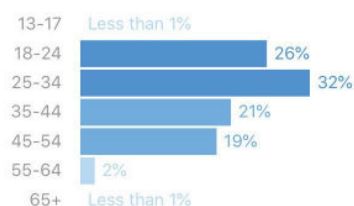
### Age Range ⓘ

All Men Women



### Age Range ⓘ

All Men Women



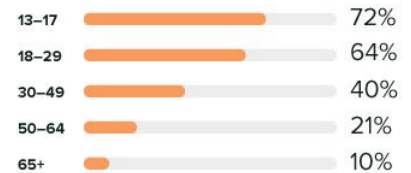
## General

## Instagram usage among key demographics

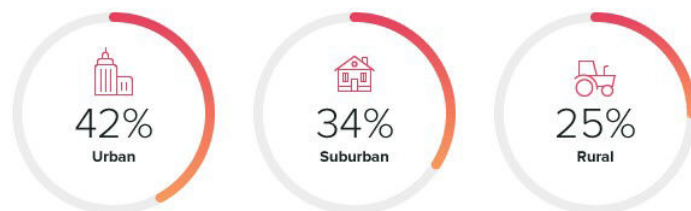
### Gender



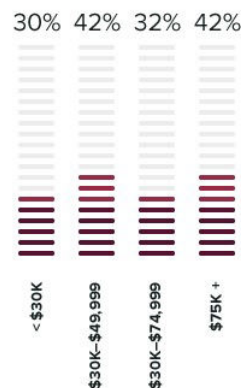
### Age



### Location



### Income



### Education



<http://www.pewinternet.org/2018/03/01/social-media-use-in-2018/>





# Audience Persona



Included are LICA's audience personas (male and female) that are based on the insights previously listed along with the engagement on past, popular posts.

**Name:** Jane **Age:** 44 **Gender:** Female

**Job Description:** Middle School Teacher

**Hobbies:** Visiting Provincial Parks with her family, reading, shopping for ethical and green goods, and camping.

**Personal Motivation:** Jane wants her family to be healthy, maintain financial comfort, and help keep the local environment she uses healthy.

**Professional Motivation:** Contribute to educating and inspiring the next generation to become advocates for their local region's economy and environment.

**Annual Salary:** \$60,000.00 **Location:** Cold Lake **Social Accounts:** Facebook & Instagram



**Name:** John **Age:** 32 **Gender:** Male

**Job Description:** Oilfield Safety Officer

**Hobbies:** Quadding, fishing, boating, going for food with friends, and playing in a beer league.

**Personal Motivation:** John is trying to save for a new house while still having the flexibility to go on annual vacations with friends.

**Professional Motivation:** Ensure the safety of co-workers so the company can continue to function smoothly. Eventually, he would like to get a raise and promotion.

**Annual Salary:** \$80,000.00 **Location:** Bonnyville **Social Account:** Facebook





# Brand Voice



LICA's brand voice is intended to help guide the tone of responses and post captions on social media. There should be a consistency that aligns with the core words, which continue to establish LICA's branding. Below are five keywords that describe the general characteristics of LICA's online tone.

*Friendly - Professional*  
*Informative - Trustworthy*  
*Collaborative*

## Do's:

- Keep the above five characteristics in mind whenever writing captions or creating social media content
- Write in a way that reflects how Board members and LICA's target audience would talk or form sentences
- Explain any complicated or technical terms that must be used
- Reference LICA's audience as members or more generically as community
- Always review grammar and spelling before publishing
- Have a positive tone

## Don'ts:

- Avoid jargon, cliché, trendy or over-used phrasing
- Do not use acronyms other than LICA. Even though they may be common within the office the public may not know what is being referenced
- Avoid a negative/dire tone or pointing blame at particular groups on topics such as climate change, global warming, pipelines, and others
- Refrain from language that could polarize LICA's Airshed, Watershed, or Industry audiences
- Do not use politically charged phrasing. LICA does not take a political stand

For more information on brand voice visit: <https://blog.hootsuite.com/how-to-build-an-authentic-voice-on-social/>





# Social Media Content



A social media calendar tool, such as *latergram.com*, allows the user to plan and schedule posts for different apps. LICA recommends using a social media calendar tool to schedule posts for optimal times. Times will vary between platforms and audience demographics.

## Posting Frequency

### Use the social media content rule of thirds:

$\frac{1}{3}$  of content promotes LICA and converts the audience to follower engagement

$\frac{1}{3}$  of the content shares ideas and stories from external sources

$\frac{1}{3}$  of the content is original branding

This ratio is an approximate guide to how monthly posts should be distributed.

Posting consistency on Facebook should not drop below two posts per week during the summer and should remain at one post per weekday during busy seasons.

Any content that has good visuals can be shared on Instagram. There should be at least one post per week.

## Post Ideas

- High-quality photography related to an article
- Infographics
- Monthly series based on a relevant topic
- Graphics to support intriguing captions
- Professional / Appropriate Gifs
- Videos
- Evergreen Posts
- Poll Questions
- Howtos
- Contests
- Shared Content
- Employee profiles, including Board members
- Workplace tours to showcase what LICA does
- Action shots of employees and team members hard at work
- Photos and videos from events that were organized
- Share a reading list related to LICA
- Recognize volunteers, supporters, and sponsors

## Social Media Policy 4.3.2.1

- Ensure the validity of any claims from external or linked sources before sharing
- Posts should be evenly distributed and related to LICA's affiliation with Synergy Alberta, the Watershed Planning and Advisory Council, and the Alberta Airshed Council
- Visuals should align with LICA's Brand Guideline document unless it is for a special event or collaboration with another account
- Respond to all comments on LICA's posts
- Like and comment on all LICA posts that were shared by other pages or people
- Like and comment on all posts LICA is tagged in

For more on LICA's Social Media Policy go to:  
O:\DOCUMENTS\Board Manual, Policies





# Post Examples



Providing an aesthetic guide to LICA's social media posts is essential for continued brand development. In an online public space that is as cluttered as social media, it is important to ensure consistency and optimization.

## General Rules:

### Sharing Links

- Always include a relevant image, graphic, or video
- Use a link shortener such as [bitly.com](https://bitly.com) to track traffic

### Hashtags

- Only include hashtags on Instagram
- Do not post a list of hashtags on Facebook. Instead, only use them if it is part of a larger campaign
- This is a base set used for LICA's Instagram: [#LICA](#) [#LICAEnvironmentalStewards](#) [#EnvironmentalStewards](#) [#Environment](#) [#EnvironmentalOrganization](#) [#Synergy](#) [#Watershed](#) [#Airshed](#) [#Alberta](#) [#LakelandAlberta](#) [#Canada](#) [#reduce](#) [#reuse](#) [#recycle](#) [#sustainable](#) [#sustainability](#) [#Industry](#)
- More hashtags can be included as long as they are related to the post content
- Each word should be capitalized for multiple-word hashtags
- Using an emoticon or symbol to separate hashtags from the caption is recommended
- Do not exceed 30 hashtags per post and the optimal number is between 9 - 15
- Hashtag usage will be adjusted according to popular and effective marketing practices

### Caption Format

- Captions should be in title case
- Aim to use a minimal amount of text to communicate clearly and concisely
- Review every post for spelling and grammar. Using [grammarly.com](https://grammarly.com) or [hemingwayapp.com](https://hemingwayapp.com) are recommended
- Refer to the Brand Voice section for more

### Liking & Commenting

- Respond to all comments on LICA's posts
- Like and comment on all LICA posts that were shared by other pages or people
- Like and comment on all posts LICA is tagged in





# Facebook Post Examples:



Photo Galleries are one of LICA's post types that receive the highest amount of engagement. If there is a way to share high-quality imagery shortly after an event, it will consistently increase LICA's visibility.

Event posters, workshops, or classroom presentations generally perform well if they align with LICA's target audience. Posting at appropriate times and days is essential for this style to achieve optimal engagement.

**LICA - Environmental Stewards**  
Published by Lisa Steward · 11 · July 25

If you have yet to see the Stream of Dreams mural on the fence in front of Ecole Notre Dame Elementary School be sure to drive by! Thanks to all the staff and volunteers who helped out throughout the week! Stream of Dreams Murals Society

**Performance for Your Post**  
600 People Reached

36 Reactions, Comments & Shares		
24 Likes	7 On Post	17 On Shares
4 Love	4 On Post	0 On Shares
1 Wow	1 On Post	0 On Shares
1 Comments	0 On Post	1 On Shares
6 Shares	6 On Post	0 On Shares

101 Post Clicks  
42 Photo Views  
0 Link Clicks  
89 Other Clicks

**NEGATIVE FEEDBACK**  
4 Hide Post  
0 Report as Spam  
0 Hide All Posts  
0 Unlink Page

Reported stats may be delayed from what appears on posts

**LICA - Environmental Stewards**  
Published by Lisa Steward · 11 · September 26

We want to thank Notre Dame High School for helping pick up 2,887 pieces of garbage during our Great Canadian Shoreline Cleanup event last Friday! Helping prevent more garbage from entering Jessie Lake is appreciated.

**Performance for Your Post**  
500 People Reached

26 Reactions, Comments & Shares		
20 Likes	16 On Post	4 On Shares
3 Love	3 On Post	0 On Shares
2 Comments	2 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

83 Post Clicks  
35 Photo Views  
0 Link Clicks  
48 Other Clicks

**NEGATIVE FEEDBACK**  
1 Hide Post  
0 Report as Spam  
0 Hide All Posts  
0 Unlink Page

Reported stats may be delayed from what appears on posts

**LICA - Environmental Stewards**  
Published by Lisa Steward · 11 · October 18

Thank you, everyone, who came out to our AGM last week! Congratulations to Slave Lake for receiving the Volunteer Award from Alberta Lake Management Society. If you would like to read more about the meeting check out this article by Bonnyville Nouvelle: <http://bit.ly/2019LCAAGM>

**Performance for Your Post**  
653 People Reached

55 Reactions, Comments & Shares		
44 Likes	16 On Post	28 On Shares
2 Love	0 On Post	2 On Shares
5 Comments	1 On Post	4 On Shares
4 Shares	3 On Post	1 On Shares

209 Post Clicks  
95 Photo Views  
5 Link Clicks  
108 Other Clicks

**NEGATIVE FEEDBACK**  
2 Hide Post  
0 Report as Spam  
0 Hide All Posts  
0 Unlink Page

Reported stats may be delayed from what appears on posts

**LICA - Environmental Stewards**  
Published by Lisa Steward · 11 · July 2

Join us in our annual Jessie Lake Shoreline Cleanup & Weed Pull. As a community, this is the perfect opportunity to work towards maintaining a healthy local environment and space for recreation.

**Performance for Your Post**  
2,267 People Reached

62 Reactions, Comments & Shares		
28 Likes	3 On Post	25 On Shares
1 Love	1 On Post	0 On Shares
6 Comments	5 On Post	1 On Shares
27 Shares	27 On Post	0 On Shares

89 Post Clicks  
14 Photo Views  
0 Link Clicks  
75 Other Clicks

**NEGATIVE FEEDBACK**  
4 Hide Post  
0 Report as Spam  
0 Hide All Posts  
0 Unlink Page

Reported stats may be delayed from what appears on posts

**LICA - Environmental Stewards**  
Published by Lisa Steward · 11 · August 26

The school year is almost here and we can't wait to share our updated programs with your class!

LICA teaches students about our Airshed & Watershed and those who live in it. We give students an inside look at how we utilize the environment along with ways we can prevent harm. Each program is specifically aligned with the Alberta curriculum and designed to provide hands-on learning while promoting environmental awareness.

**Performance for Your Post**  
692 People Reached

20 Likes, Comments & Shares		
16 Likes	7 On Post	9 On Shares
0 Comments	0 On Post	0 On Shares
4 Shares	4 On Post	0 On Shares

55 Post Clicks  
35 Photo Views  
0 Link Clicks  
22 Other Clicks

**NEGATIVE FEEDBACK**  
2 Hide Post  
0 Report as Spam  
0 Hide All Posts  
0 Unlink Page

Reported stats may be delayed from what appears on posts

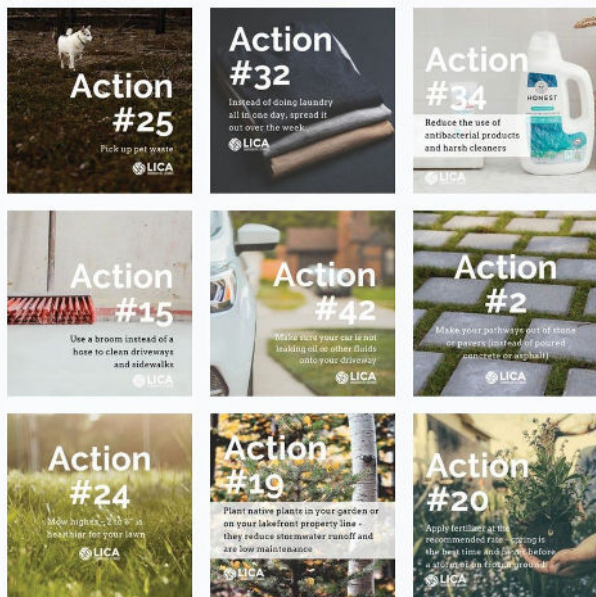
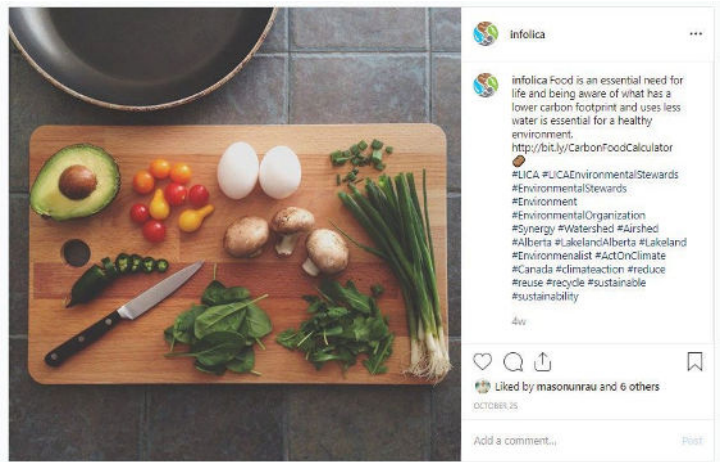
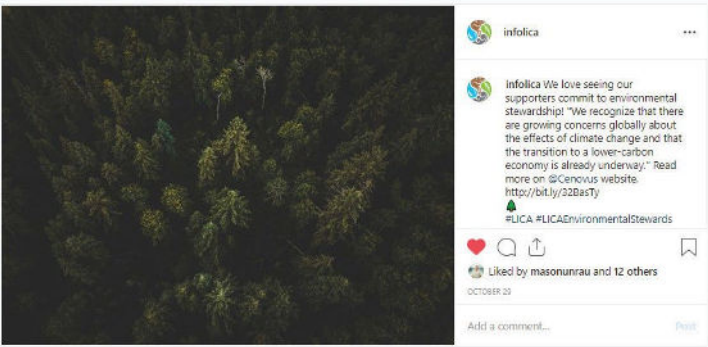




# Instagram Post Examples:



Instagram should consist of high-quality imagery. When possible, prepare multiple posts that will allow for a grid that is appealing as a set. Instagram posts should always be highly visual and have low amounts or no text. When a series is not in progress, use imagery with similar earthy tones. For original photography, only post images if the current tones and light on LICA's Instagram wall match.





# Future Additions



Thank you for taking the time to read through LICA's Social Media Guide. This is a working document, which means it will continue to evolve and expand in a way that best reflects the organization and its members. If you have any feedback or questions, please email the Education and Outreach department at [outreach@lica.ca](mailto:outreach@lica.ca).

## Future additions could include:

Annual or monthly Social Media Strategies  
Social Media Marketing Budget  
Additional Popular Platforms





CONTENT MARKETING CRITERIA	STRENGTH	WEAKNESS
We connect our content marketing strategies and tactics to our business goals	<input type="checkbox"/>	<input type="checkbox"/>
We put enough resources – time, budget, people – into our social marketing program	<input type="checkbox"/>	<input type="checkbox"/>
Our social content aligns with the interests and needs of our target audience	<input type="checkbox"/>	<input type="checkbox"/>
We have the marketing technology and analytics capability to measure the ROI of our social marketing efforts	<input type="checkbox"/>	<input type="checkbox"/>
We have and use social media accounts to promote our content and drive prospects and clients to our website	<input type="checkbox"/>	<input type="checkbox"/>
We create content for specific channels and adapt them as necessary to perform well on other channels	<input type="checkbox"/>	<input type="checkbox"/>

MON	TUE	WED	THU	FRI
<b>1</b> Establish Your Goals for Social	<b>2</b> Define Your Success Metrics	<b>3</b> List Out Your Challenges	<b>4</b> Brainstorm Solutions	<b>5</b> Analyze the Competition
<b>6</b> Determine Your Strengths and Weaknesses	<b>7</b> Audit Your Content	<b>8</b> Create a List of Relevant Keywords	<b>9</b> Determine Your Brand Voice	<b>10</b> Optimize Your Social Profiles
<b>11</b> Develop Buyer Persona	<b>12</b> Listen to Your Audience	<b>13</b> Research Industry Trends and Topics	<b>14</b> Connect with Other Departments	<b>15</b> Choose Your Content Types
<b>16</b> Develop a Posting Schedule	<b>17</b> Brainstorm Content Ideas	<b>18</b> Gather Resources	<b>19</b> Create Your Content	<b>20</b> Optimize Your Content
<b>21</b> Create a Call To Action	<b>22</b> Connect to More Resources	<b>23</b> Amplify Your Efforts	<b>24</b> Put Paid Behind Your Best Content	<b>25</b> Engage with Your Audience
<b>26</b> Track Your Content	<b>27</b> Compare Results to Goals	<b>28</b> Report Out	<b>29</b> Revisit and Readjust Your Strategy	<b>30</b> Celebrate Your Transformation





**4.3 SOCIAL MEDIA MANAGEMENT****INTENT:**

**To maintain LICA's brand identity consistently across social media channels, prevent a security breach, prevent a public relations crisis, act quickly if a breach or crisis does happen, and provide a criterion for how staff should manage LICA's online presence.**

**4.3.1 DIRECTIVES:**

**4.3.1.1** The Education & Outreach team is responsible for maintaining all online social media accounts according to the Social Media Guide.

**4.3.1.2** All posts have a positive tone and reflect the Vision, Mission, and Values of LICA.

**4.3.1.3** The Education & Outreach team provides social media training for employees.

**4.3.2 IMPLEMENTATION:****4.3.2.1 Posting and Engagement**

- Ensure the validity to any claims from external or linked sources before sharing
- Posts should be evenly distributed and related to LICA's affiliation with Synergy Alberta, the Watershed Planning and Advisory Council, and the Alberta Airshed Council
- Visuals should align with LICA's Style Guide document unless it is for a special event or collaboration with another account
- Like and/or comment on all LICA posts that were shared by other pages or people
- Like and/or comment on all posts LICA is tagged in

**4.3.2.2 Customer Service**

- Respond to any inquiries or messages sent through social media
- Contact and register participants when hosting an event that was shared online

Review Dates: February 5, 2020

Approval Dates: March 12, 2020

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**4.3.2.3 Strategy and Planning**

- Use social media planning calendars to schedule and visualize social feeds
- Have posts scheduled at the optimal times on each weekday
- Highlight any special calendar days that align with LICA values and create a correlating post
- Posting frequency on Facebook should not drop below two per week during the summer and should remain at one post per weekday during busy seasons
- There should be at least one post per week on Instagram
- For posting multiple photos or videos, use Facebook's scheduled posts feature and write a note on the planning calendar to ensure redundant posting does not occur

**4.3.2.4 Advertising**

- Ensure ads have minimal text, proper dimensions, align within the parameters provided by the various social media companies, and LICA's style and social media guides
- Ensure all paid advertising remains within the approved budget

**4.3.2.5 Security and Passwords**

- The Education & Outreach team and Executive Director should be the only employees with access to posting on LICA's social media accounts
- Annually review and update the privacy policies on each social media account
- Annually update passwords and the passwords document in the shared drive

**4.3.2.6 Approvals (legal, financial, or otherwise)**

- Posted imagery, graphics, and video must follow proper copyright laws and use conditions
- Any social media campaign projecting to use 25% or more of the advertising budget should be approved by the Executive Director

**4.3.2.7 Monitoring and Listening**

- If an unexpected or off-brand post shows up on LICA's social media, cross reference it with the social media scheduling calendar to see if it was planned before identifying it as requiring a Crisis Response (4.3.2.8)
- Monitor all social channels for unscheduled or random posts, which may indicate a security breach
- Watch for imposter accounts, inappropriate mentions, and negative conversations about LICA as a Crisis Response may be required
- Annually gauge which topics LICA's followers are interested in and adjust social post planning appropriately
- Be attentive to topics that are sensitive to LICA's audience

Review Dates: February 5, 2020

Approval Dates: March 12, 2020

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**4.3.2.8 Crisis Response**

- A social media crisis is when a publicly viewed post on LICA's account violates the Social Media Policy, Confidentiality Policy, or anything contrary to the law. It can also include a major negative change in the online conversation about LICA as an organization
- Once a post is identified as the cause of a crisis, the following general procedure will be followed:
  - Pause all scheduled posts to ensure they are not published until the crisis has subsided
  - Remove or delete the post in question
  - Identify the source or publisher of the post
  - If the post is from an external source, report it to the social media platform
  - If the post is a result of a security breach, change all passwords and minimize internal access to social profiles
- Have the Education & Outreach team and Executive Director formulate a timely public response to temporarily remediate a negative public image
- Respond to public responses in an apologetic tone to alleviate long term brand disparagement and ensure the public that actions will be taken to resolve any damage or harm caused
- Once the Executive Director has approved that the crisis has been resolved, regular scheduled posting can resume
- Following all social media crises, the Board will be informed of the situation including the post, procedure, resolution, and any other ramifications due to the event
- If the crisis was caused by a LICA employee or Board Member, refer to Policy 3.10 *Disciplinary Procedures* and assess the severity of consequences

**4.3.2.9 Social Media Training for other Employees**

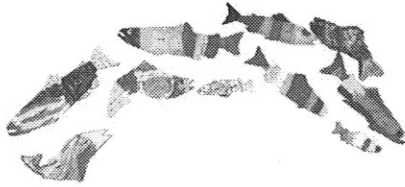
- New Education & Outreach employees will:
  - Become familiar with the Social Media Management Policy, Social Media Guide, and Style Guide
  - Receive training on programs required to maintain LICA's social media profiles
- Best practices for employee's personal social media activity include:
  - When posting from a personal account and referencing LICA, ensure it is consistent with LICA's branding
  - Do not respond to any negative reviews or comments about LICA with a personal account

Review Dates: February 5, 2020

Approval Dates: March 12, 2020

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Stream of Dreams Murals Society in partnership with  
LICA – Environmental Stewards

[outreach@lica.ca](mailto:outreach@lica.ca) [www.lica.ca](http://www.lica.ca)

[www.streamofdreams.org](http://www.streamofdreams.org)



## Stream of Dreams™ Watershed Education and Community Art Elementary School Program

**This program description is specific to the LICA region**

### **How does the program work?**

#### Who participates?

The entire school participates, staff as well as students, and usually several parents.

#### What fence will hold the mural?

Any chain link fence: on school property, parkland or other public land or on private land. The more visible the fence is to the general public, the more people will learn about the streams in their neighbourhood. Obtain permission to use the fence from the owner of the property (school board if on school property). Anticipate that the mural will be on the fence for at least 5 years, a lasting legacy. Check maintenance plans for the fence so the mural does not need to be taken down before its time.

#### What does our school have to do?

Your project coordinator or project team gets staff, students and parents excited about the project and arranges for volunteers to raise funds, schedule the workshops and help with the installation. Your school provides a well-ventilated space with 6 - 10 tables for the painting portion of the workshops. The watershed education portion is presented in each classroom. You may want to invite a Stream of Dreams representative to make a brief presentation to your PAC/Staff to describe how the program works and to answer questions.

#### What does Stream of Dreams Murals Society (SDMS) provide?

- Planning, watershed research, guidance with fundraising.
- All supplies for the workshops, including fully prepared handmade wooden fish for each student.
- A Stream of Dreams team of environmental and art instructors for the watershed education and wooden fish painting workshops: up to 6 classes a day with about 45 minutes for each portion of the two part workshops, for a total of 1.5 hours per class.
- Mural Installation within a day or two after the workshops including a sign for the mural.
- Your mural will be added to the Stream of Dreams & LICA's website, Facebook page, and other publications as deemed fit.



### What does the program cost?

The total cost of Stream of Dreams is \$5/person participating in the program.

Example: A school with 220 students and 15 staff members will have a cost of 235 people x \$5 = \$1,175 Frequently Asked Questions

### How soon can we do the project?

Depending on workshop schedule and availability of fish we can schedule your project as soon as two months.

### What is the environmental education component?

In the Stream Talk the science instructor talks with the students about their local rivers and streams, how the students are connected to waterways through storm drains in the streets and indoor drains in homes and buildings, and how the students can help take care of waterways. Students then hear the story behind the Stream of Dreams project and are invited to do their part to help keep our streams and rivers healthy. The instructor uses maps, models, posters, pictures and other props to help the students understand the concepts presented. Presentations are tailored to fit the age group.

### What about vandalism?

Vandalism has occurred to some degree on a few existing murals, but in general, has not affected their beauty or effectiveness as stream awareness raising artwork. When you have a chain link fence with hundreds of charming fish, like a school of fish in a stream, lake or ocean, some are bound to disappear – perhaps caught by predators or maybe kept as a pet. But like fish in the wild, even though a few are lost or injured along the way, the school of fish or the Stream of Dreams carries on.

### Are there signs on the murals?

Stream of Dreams provides a standard sign for each mural. An additional sign is usually created to thank the sponsors and contributors to the project.

Stream of Dreams is a copyrighted and trademarked program to be presented only by instructors trained and licensed by the Stream of Dreams Murals Society.







**LICA**  
ENVIRONMENTAL STEWARDS

Reviewed December 12, 2018

## Stream of Dreams Application Form

Please read the Stream of Dreams Project Description before filling out your application, thank you.

### General Information

Application Date: June 14, 2022

Name: Katrina Mamela

E-mail: kmamela@lrcssd.ca

Phone #: 780-623-3667

School: Light of Christ Catholic School

Position at the School: Classroom Support Teacher

School Address: 10140 104 Street Box 990 Lac La Biche, AB T0A 2C0

Have you applied for Stream of Dreams before? When? Yes — 2020/21 school year

### Questions

1. Number of Classes in the School: 14

#### Number of Students in Each Grade:

Kindergarten: 21

Grade 1: 20

Grade 2: 33

Grade 3: 21

Grade 4: 29

Grade 5: 27

Grade 6: 15

Grade 7: 25

Grade 8: 21

Grade 9: 5

Grade 10: 10

Grade 11: 4

Grade 12: 5

Staff: 25

Total: 261





**2. Does your school have a chain linked fence which your school has ownership of?**

Yes, we have a chain linked fence the school has ownership of

Yes, we have a chain linked fence, but the school does not have ownership of the fence – we have permission to use this fence

No, we do not have a chain linked fence, but there is community fence we have permission to use

No, we do don't have a chain link fence we can use

**3. Please provide a description or sketch of the location of your fence in relation to your school and surrounding roads (please label roads):**





**6. How do you envision Stream of Dreams helping your school make a connection to our watershed and overall environment?**

As our school is located so close to Lac La Biche lake, this program will reinforce the importance of taking care of our watershed. This program allows our students to connect with our local watershed and explore environmental issues that are taking place in their own back yards. This fosters a sense of connection with the environment that can then spread beyond our community. By exposing students to environmental stewardship, we are setting them up to become life long protectors of the environment.

**7. How do you envision the Stream of Dreams helping your school connect with your community?**

The fence that we will utilize for this project runs along a major highway and it is our hope that the art piece itself will have community members asking questions about it and why it has been put up. It is possible that we could host a community event that features the art piece unveiling as one of our monthly Family Nights that we host at our school.

**8. The cost of the Stream of Dreams program is \$5/person, please check all that apply for funding possibilities. Please note LICA is a non-for-profit and the main limiting factor for delivering Stream of Dreams is funding, therefore the greater the funding provided by the school the higher the likelihood the school is to receive the program.**

Our school can cover the \$5 person fee, while LICA will cover the cost for the delivery of the program and additional materials. – we will be reaching out to our local kinsmen group to supply funding for this program.



Our school can cover a portion of the cost (i.e. \$2-4/person), while LICA will pay for the remaining cost per person, the delivery of the program and additional materials. Please fill in your available contribution \$ 3 /person.

Our school would like LICA to cover the entire cost of the program, including the \$5/person, the delivery of the program and additional materials.





**4. Please explain why you are interested in participating the Stream of Dreams Program.**

Our school is interested in participating in the Stream of Dream programs for a number of reasons but two stick out as the most impactful: we want to expose our students to the valuable learning opportunities that this program provides and we want to be involved in a whole school project that will build our students confidence and connections with one another after the separation of the pandemic. This program fits in well across multiple outcomes of our curriculum but would also expose our students to much more than just these curricular learning opportunities, our students will also be called to think about environmental stewardship which will have lifelong implications in the way they approach many decisions throughout their lives. This program will also allow our whole school to come together to create an amazing art piece that we can be proud of for years to come.

**5. What impact do you hope Stream of Dreams might make within the lives of your students?** It is our hope to foster a sense of lifelong environmental stewardship within our students by having them participate in this whole school project. This project will build confidence within our school and provide valuable learning opportunities. Any project that stretches beyond the classroom has the potential to engage students who may not necessarily shine academically and allow them to find a niche within school where they can shine. This helps to build their confidence and engagement with other parts of school life. Students will also be proud to be leaders within our community who are able to share this knowledge with the grown ups in their lives.



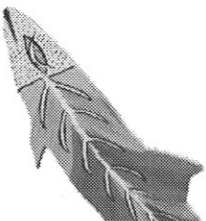


9. Please describe the support system you have in place for the Stream of Dreams program, and please attach a signed letter of support from the school principal. *Please Note: schools are expected to read and sign our Stream of Dreams Memorandum of Understanding upon acceptance which outlines the reciprocal nature of this program.*

Our principal & staff are ready & willing to deliver the program. We have community support with funding as well.

10. Please list at least two desired one-week options within the months of May or June 2023 for Stream of Dreams to be delivered:

May 22<sup>nd</sup> - 26<sup>th</sup> or May 29 - June 2<sup>nd</sup>





**11. How did you hear of LICA's Stream of Dreams Program?**

**Have you taken part in other LICA Programs? If so, please list below:**

Our school has run LICA programs in our science classes previously. (presentations)

Please send in your application to [outreach@lica.ca](mailto:outreach@lica.ca) or mail/drop off your application at 5107 50 Street, Box 8237, Bonnyville AB, T9N 2J5

If you have any questions regarding the application process please get in touch using the e-mail above or by calling 780-812-2182 Thank you for interest in our program!





Box 990, 10140-104 St, Lac La Biche, AB T0A 2C0  
TELEPHONE: 780-623-3667 FAX: 780-623-1961  
Principal: Mrs. Carmen Semeniuk [casemeniuk@lrcssd.ca](mailto:casemeniuk@lrcssd.ca)

June 15<sup>th</sup>, 2022

To Whom It May Concern:

Thank you very much for taking the time to consider our application for the LICA Stream of Dreams Watershed Education and Community Art Elementary School Program. As the Principal of Light of Christ, I support the application that Mrs. Katrina Mamela is putting forward for your consideration.

We would be pleased to be able to present this opportunity to our school community. Our staff and students have expressed interest in this program in the past. The learning experience and new learning that students would bring forward into their everyday interactions, experiences and choices would be beneficial to not only our student populations, but also our whole community.

If you require any additional information, please do not hesitate to be in contact with Katrina or myself.

With thanks,  
Carmen Semeniuk  
Principal  
Light of Christ Catholic School  
780-404-7691









Lakeland Industry and Community Association

Box 8237, 5107W - 50 Street, Bonnyville, AB T9N 2J5

780 812-2182 780 812-2186 www.lica.ca

## LICA Education & Outreach Committee Report January 24<sup>th</sup>, 2023

LICA E and O Program and Event Analytics 2022 - 2023					
Synergy		Watershed		Airshed	
Audience Reached	1560	Water School Programs	29	Air School Programs	0
Community Events	6	X-Stream Science	3	CARS	0
LICA Workshops/Events	10	Stream of Dreams	2		
Contests	2				
Youth & Summer Programs	13				
Little Green Thumbs	0				

### E and O Updates

- Stephanie has taken over the social media accounts. Posting targets have been matched or exceeded.

### Contests

- The LICA Photo Contest:
  - As there were consistent scheduling conflicts, photos were sent to the judges, with two additional contacts as backups. The deadline given was January 27<sup>th</sup>, 2023. Each person was asked to provide their top ten list of favourites. Each place would coincide with a grade, and the top three grades won.
- The 2023 LICA Calendar Contest prizes have all been delivered to the winners.



## **Stream of Dreams**

- The Stream of Dreams application deadline was on January 20<sup>th</sup>, 2023. We received one application, for Light of Christ School in Lac La Biche.
  - This school lies within the LICA region.
  - They do not have possession of a fence, but do have permission to use it.
  - They have applied unsuccessfully in the past.

## **Cookbook**

- The submission deadline for recipes was moved to March 31<sup>st</sup>, 2023.
- I found many more entries within the E&O email – there were many more submissions than I found in our files initially.

## **Community Workshops**

- Vermicomposting Workshops at Bonnyville Municipal Library (February 8<sup>th</sup> at 6:30pm) and at McArthur Place in Lac La Biche (February 15<sup>th</sup>, 5:00pm)
- ALUS 101 Presentation and Townhall (February 27<sup>th</sup>, 1:00pm-4:00pm)
- Contact has been made with Jason Barrie for a Caribou Restoration Project Presentation – Date TBD

## **School Programming**

- Updates have been made to the Vermicomposting workshop presentation, and the wastewater presentation. Additional updates will be made as programming is scheduled.
- X-Stream Science dates have been moved due to safety and ecological concerns.

## **Little Green Thumbs**

- Eveline and Lori managed to get in contact with Brit MacDonald, the National Program Director for Little Green Thumbs
- A meeting is scheduled to discuss organization, programming and update to materials and equipment
- Schools have been contacted to determine the status of their gardens, and if they plan to continue with the program.

## **Recent Meetings and Events**

- December 14<sup>th</sup> – Bonnyville Wellness Coalition Meeting
- December 15<sup>th</sup> – LICA Board of Directors Meeting
- December 24<sup>th</sup> to January 2<sup>nd</sup> – LICA Office Closed for Christmas
- January 3<sup>rd</sup> – Alberta Airsheds Council Communications Meeting
- January 16<sup>th</sup> – Meeting with Little Green Thumbs
- January 17<sup>th</sup> – X-Stream Science Update Meeting with other WPACs
- January 17<sup>th</sup> – LICA Staff Meeting
- January 18<sup>th</sup> – Bonnyville Interagency Meeting



- January 18<sup>th</sup> – Meeting with Bonnyville Home School Representative
- January 19<sup>th</sup> – WPAC E&O Meeting
- January 19<sup>th</sup> – Business Support Network – Roundtable
- January 25<sup>th</sup> – Stream of Dreams meeting
- January 26<sup>th</sup> – Little Green Thumbs Training
- February 2<sup>nd</sup> – Bonnyville Wellness Coalition

### Upcoming Meetings and Events

- February 7<sup>th</sup> – Alberta Airsheds Communications Committee Meeting
- February 8<sup>th</sup> – LICA Governance Committee Meeting
- February 8<sup>th</sup> – Vermicomposting Workshop Bonnyville Library
- February 15<sup>th</sup> – Vermicomposting Workshop Lac La Biche Library
- February 16<sup>th</sup> – Lunch and Learn on Water Level Concerns at Moose/Muriel Lake
- February 23<sup>rd</sup> – Board of Directors Meeting
- February 27<sup>th</sup> – ALUS 101 Presentation and Townhall

Social Media Analytics					
Platform	Likes	Followers	Reach	Engagement (90-day period)	Page Views
<b>Facebook</b>					
Sep 9 - Dec 6 Insights	753	913	5,228	486	410
Dec 12 – Jan 24 Insights	758	919	4,300	440	120
<b>Instagram</b>					
Sep 9 - Dec 6 Insights	-	526	201	91	40
Dec 12 – Jan 24 Insights	-	528	275	139	25

Platform	Subscribers	Impressions	Watch Time (Hours)	Video Views
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YouTube				
Sep 9 - Dec 6 Insights	7	93	2.1	28
Dec 12 – Jan 24 Insights	7	27	0.1	6

Social Media Definitions	
<b>Platform</b>	Using websites and applications to communicate informally with others, find people, and share similar interests. Allows users to directly connect with one another through groups, networks, and locations.
<b>Likes</b>	The number of likes of your Facebook Page.
<b>Followers</b>	The number of accounts that started following your Instagram account.
<b>Reach</b>	The number of people who saw any content from your Page or about your Page, including posts, stories, ads, social information from people who interact with your Page, and more. Reach is different from impressions, which may include multiple views of your posts by the same people. This metric is estimated.
<b>Engagement</b>	The number of reactions, comments, and shares on your posts.
<b>Page Views</b>	The number of times your page (profile) was visited.
<b>Subscribers</b>	The people or accounts that are subscribed to your channel.
<b>Impressions</b>	How many times your video thumbnails were shown to viewers. Includes only impressions on YouTube, not on external sites or apps.
<b>Watch Time:</b>	Channel watch time compared with the previous period. This includes public, private, unlisted, and deleted videos.
<b>Video Views</b>	Channel views compared with the previous period. Over time, this can help you spot high-performing videos, anticipate seasonal changes, and determine when to upload new videos. This includes public, private, unlisted, and deleted videos.



# [Meeting of the Education & Outreach Committee]

**Date: December 12, 2022**

**Recorder: Eveline Hartog**

## ACTION LIST

<b><u>Task</u></b>	<b>Person assigned to task</b>	<b>Date to be complete</b>	<b>Y/N</b>
<b>5.1 <u>Education &amp; Outreach Update</u></b>			
<ul style="list-style-type: none"> <li>Distribute calendars, certificates, and prizes to calendar contest winners</li> </ul>	Stephanie	January 2023	IP
<ul style="list-style-type: none"> <li>Review school applications for the Stream of Dreams program</li> </ul>	Stephanie	January 2023	IP
<b>5.0 <u>Action List Discussion</u></b>			
<ul style="list-style-type: none"> <li>Contact Industry, EPA and AER to consider doing a community-based presentation</li> </ul>	Stephanie	Winter 2023	IP
<ul style="list-style-type: none"> <li>Look into hosting a LICA Open House showcasing LICA programs and activities</li> </ul>	Stephanie	Spring 2023	IP
<ul style="list-style-type: none"> <li>Do presentations to municipal councils and school boards in the LICA region highlighting LICA's programs</li> </ul>	Stephanie	Spring 2023	IP
<ul style="list-style-type: none"> <li>Create a YouTube video showcasing LICA's programs</li> </ul>	Stephanie	Spring 2023	IP
<ul style="list-style-type: none"> <li>Help Healthy Waters Lac La Biche kick off their Keep Our Lakes Blue campaign on June 4, 2023</li> </ul>	Stephanie	June 2023	IP
<ul style="list-style-type: none"> <li>Review Policy 4.3 Social Media Management at next meeting</li> </ul>	Committee	Winter 2023	IP
<b>5.1 <u>Follow Up on Action List September 8, 2022</u></b>			
<b>2.2.1 <u>Bonnyville Community Garden 2022 Season Update</u></b>			
<ul style="list-style-type: none"> <li>Turn fall weed removal into a learning opportunity for our gardeners in the spring</li> </ul>	Stephanie	Spring 2023	IP
<ul style="list-style-type: none"> <li>Look into options on how to manage inactive garden beds in order to reduce weed growth</li> </ul>	Stephanie	Spring 2023	IP

**Next Meeting: February 7, 2023**



## [Meeting of the Education & Outreach Committee]

<ul style="list-style-type: none"> <li>Investigate the use of cover crop for empty garden beds</li> </ul>	Stephanie	Spring 2023	<b>IP</b>
<b>2.2.3 <u>Cameras</u></b>			
<ul style="list-style-type: none"> <li>Purchase an outdoor motion sensor light(s) and trail cam</li> </ul>	Stephanie	Spring 2023	<b>IP</b>
<b>2.2.4 <u>Cookbook</u></b>			
<ul style="list-style-type: none"> <li>Complete compilation of LICA cookbook for printing</li> </ul>	Stephanie	September 2023	<b>IP</b>
<b>2.3.1 <u>Judging Timeline</u></b>			
<ul style="list-style-type: none"> <li>Coordinate a time and date with judges to judge photo contest entries</li> </ul>	Stephanie	January 2023	<b>IP</b>
<b>2.3.2 <u>Showcase Event</u></b>			
<ul style="list-style-type: none"> <li>Determine date and venue to host a one-night event to showcase photo contest winners</li> </ul>	Stephanie	Winter 2023	<b>IP</b>
<b>2.3.3 <u>Fan Favorite Voting</u></b>			
<ul style="list-style-type: none"> <li>Create an album on Facebook using the 2022 photo contest entries in order to facilitate likes on the platform</li> </ul>	Stephanie	January 2023	<b>IP</b>
<b>2.6 <u>Volunteer Appreciation Event</u></b>			
<ul style="list-style-type: none"> <li>Start a notice board to honor volunteers monthly</li> </ul>	Stephanie	February 2023	<b>IP</b>

**Next Meeting: February 7, 2023**