



SOCIAL MEDIA STRATEGY

College of Nurses of Ontario

BACKGROUND



The College of Nurses of Ontario is the country's largest nursing regulator supporting a membership of over 170,000 nurses across the province. Due to recent high-profile cases that received wide media attention, the College is hoping to use social media channels to ensure accurate information is available to members, stakeholders and the public.

While leadership team is on board with the launch of a Facebook company page, they are concerned about the lack of ability to control community involvement and consider social media to be a high risk to reputation management.



OBJECTIVES

Social Listening

- ability to monitor internal/external stakeholders
- manage reputation issues, be alerted to changes



Social Influencing

- Establish CNO as regulatory authority (thought leadership)
- increase public trust

Social Networking

- Engage and share content with government, nursing associations and public safety advocates

SWOT ANALYSIS

Strengths

- largest nursing regulator in Canada, widely known authority
- existing evergreen content

Weaknesses

- members have antagonistic view of CNO
- low public awareness of our mandates

Opportunities

- thought leadership - very little competition in this area of expertise
- connect with associations with established social media followings (ONA, RNAO)

Threats

- not enough staff to adequately monitor channels
- sensitive information being leaked in comments
- high profile media cases - risk of "going viral"

AUDIENCES

3 main target audiences were identified for initial launch with plans to further identify and segment in the near future.

Members (Nurses)

- ability to monitor internal/external stakeholders
- manage reputation issues, be alerted to changes

Public

- Establish CNO as regulatory authority (thought leadership)
- increase public trust

Stakeholders

- Engage and share content with government, nursing associations and public safety advocates



RECOMMENDATIONS

NOW

- Begin with a "soft" launch, notifying select groups of stakeholders and members that we are now on Facebook.
- Utilize comment blocking techniques so any comments can be approved before being displayed publicly.
- Create a calendar of posts from evergreen content that can be easily pulled when needed.
- Create a social media policy to ensure all employees adhere to appropriate online conduct that safeguards CNO's reputation.

NEXT 6 MONTHS

- Begin advertising social channels in email campaigns and on website. Encourage stakeholders and members to "follow" us.
- Begin curating content from SMEs to establish "thought leadership" opportunities. Encourage senior leadership to build their own profiles and share content.
- Launch paid ad campaign targeting the public to increase awareness of the College and its public protection mandate.