



Communications

Emma Dietze



Communications Plan



Communications Plan: HeLa Ventures


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Table of Contents

Client.....	pg. 2
Description of Roles & Responsibilities.....	pg. 2
Key Messages.....	pg. 3
Objectives.....	pg. 3
Goals.....	pg. 3
Potential Challenges.....	pg. 3
Audience.....	pg. 4
Deliverables.....	pg. 5
Measurements of Success.....	pg. 7
Key Dates & Timeline.....	pg. 7
Assets.....	pg. 8


Communications Plan

<u>Client</u>	HeLa Ventures
<u>Description of Roles & Responsibilities</u> 	<p><i>What will communications look like within this company? As a communications specialist, what roles can I fill? What will my responsibilities be within this role? What role will HeLa play within this?</i></p> <p>HeLa's role</p> <ol style="list-style-type: none"> Stay in communication with the communications specialist in order to provide information about needs to fill and feedback on needs that have been filled. Be willing to offer insight into/discuss specifics of audience, traffic, and current assets with the communications specialist. Contact information: <ul style="list-style-type: none"> - [REDACTED] - [REDACTED] <p>My role</p> <ol style="list-style-type: none"> My role as a communications specialist at HeLa Ventures is as follows: Work alongside other administrative staff and in collaboration with Brett, Lana, and Annabelle in creating and maintaining positive and regular communication both internally (employer/employee relations) and externally (company/student, parent, teacher, and public relations) to ensure an environment of understanding, collaboration, and overall success. Contact information: <ul style="list-style-type: none"> - [REDACTED] - [REDACTED] <p>My responsibilities</p> <ol style="list-style-type: none"> Improve and clarify the information in staff manuals and guides and add guides/manuals where needed Enhance the usability and accessibility of the HeLa website, adding and updating photos and adding more information on the educational aspect of the MAS Program Develop and enrich the social media platforms Help with other administrative work as it comes, staying in constant communication with the rest of the administrative team Aid in enhancing both internal and external communication

Communications Plan

<p><u>Key Messages</u></p> 	<p><i>What do we stand for and what do we want to communicate to the target audience(s)?</i></p> <ul style="list-style-type: none"> - HeLa provides an opportunity for students to learn in a wholesome, positive outdoor environment. - HeLa promotes a holistic, healthy outdoor lifestyle and offers educational opportunities both on an academic scale and on a more real world level.
<p><u>Objectives</u></p> 	<p><i>What do we want the big picture to look like? What are some of our comprehensive intentions?</i></p> <ul style="list-style-type: none"> - Work together to create and establish regular, positive communication within HeLa Ventures and between HeLa Ventures and their target audiences (students, parents, and teachers) to work towards an increasingly collaborative and organized environment. - Communicate regularly as a team in order to stay aligned with HeLa's core values in all communications pursuits. - Engage with and get feedback from both internal and external audiences and adjust to changing circumstances and constructive criticism.
<p><u>Goals</u></p> 	<p><i>What specific things can we do to achieve our overall objectives?</i></p> <ol style="list-style-type: none"> 1. Increase the use of the social media accounts (Instagram, YouTube, etc.) in order to increase online presence and enhance audience reach (both to parents, to students, and to teachers) 2. Update website photos (as recent as possible) and increase how much information there is on the educational side of the MAS Program at HeLa Ventures on the website 3. Enhance internal communication by updating and adding clarity to staff manuals and guides and/or adding manuals and guides where lacking (kitchen) 4. Increasing and enhancing external advertisement/promotion through multiple mediums (advertisements in schools, radio ads, merchandise, etc.)
<p><u>Potential Challenges</u></p> 	<p><i>What potential problems could we run into along the way? What can we do to overcome those challenges?</i></p> <p>Potential Challenges</p> <ul style="list-style-type: none"> - There is no internet connection and very minimal cell service at camp. This can be a challenge both with getting files, photos, and videos to the communications specialist, and with posting regularly on social media in order to stay in communication with parents.

Communications Plan

	<ul style="list-style-type: none"> - There has not been a communications position at HeLa in the past. Therefore, there will probably be a few logistical kinks along the way that we will need to deal with and find solutions to. <p>Solutions</p> <ul style="list-style-type: none"> - Sharing files, video, audio, photo, and more through a program such as Dropbox will give us the opportunity to avoid the hassle of attempting to use borrowed wireless connection or minimal service to send these things over email which can be difficult and time consuming. - Making sure to schedule posts to go up at certain times can be a great asset to us. - Constant communication and a collaborative mindset both on the part of the communications specialist's part and on the HeLa's part will ensure that no matter the issue we run into with this new position, we will find a way through it. It will be essential for us to be willing to mold and change over time as well, in order to make sure that the deliverables and behind the scenes work are benefitting the company in the best way possible.
<p><u>Audience</u></p> 	<p><i>Who is the audience demographically? Who/what influences this audience?</i></p> <p>Primary audience » Alberta junior high/high school students ages 12-18 who would be attending HeLa's MAS Program in the summer or school events in the spring or fall.</p> <ul style="list-style-type: none"> a) Social media will target these students as it is a big part of their everyday lives. b) Often times, students these days will have smaller attention spans which will make it necessary to seize their attention quickly and offer the information in a clear and concise manner. c) Seeing videos and pictures of the cool activities that they would get to participate in at camp will draw their attention and spark their interest. <p>Secondary audience » parents and teachers of these students who would be paying for and/or facilitating the opportunity for them to attend the camps</p> <ul style="list-style-type: none"> a) They want their kids to be safe, have fun, and learn. b) They want to be aware of what is going on before, during, and after camp to ensure that their children/students are safe and happy and that their money was worth it. c) They want to help facilitate a unique and positive environment for their students/children to learn in in order to enhance their quality of education. d) They want lots of clear information laid out about the how, where, and what of the camp.

Deliverables



What specific communications products can I offer you? What mediums/channels will these products be through?

Within each medium, there are three options for deliverables that the communications specialist will choose from.

- **Print-based**

1. Update, edit, and clarify the information within a staff manual (better internal communication, staff will be more aware of their duties and roles within the camp)
2. Create a staff manual for the kitchen positions (better internal communication, kitchen staff will be more aware of their duties and roles within the camp)
3. Posters/flyers/pamphlets for schools (increased advertisement in a place where the target audience will regularly be, enhanced external communication)

- **Web-based**

1. Update photos and videos on the website (more updated communication between HeLa and clients, portrays a dedication to keeping clients updated)
2. Update the information on the more educational side of HeLa and the MAS Program (this addition will specifically help to target the secondary audience of parents and teachers)
3. Rewrite and clarify the information on the Mountain Adventure School website about how and when to register to be a part of MAS (helps clients to complete registration with a higher level of understanding and additional information, enhanced external communication)



- **Social media-based**


1. Enhance and increase traffic on the YouTube channel by posting more videos and promoting it on other platforms. Ex. Instagram swipe-ups, etc. (increased external communication, allows clients a better look into what happens at camp)
2. Come up with a social media plan that includes posting times and days of the week, hashtags to use consistently, and specific goals about increased views and traffic (increased external communication to bring in more traffic and establish a consistent online brand)
3. Use Instagram and Facebook polls and questionnaires to receive feedback about what followers want to see on the social media platforms such as #wipeoutwednesdays or

Communications Plan

	<p>#staffsaturdays (shows focus on and dedication to our audiences and their wants and needs, enhanced external communication)</p> <ul style="list-style-type: none"> • Audio-based <ol style="list-style-type: none"> 1. Narrative for an informational/promotional video (enhanced external communication, more advertising) 2. Radio ad (reaching a different demographic of parents, enhanced external communication) 3. School announcement (very specific to our main target audience of junior high and high school students, good for advertising purposes) • Video-based <ol style="list-style-type: none"> 1. Training video for the kitchen staff position (helps the staff to be more sure of their roles and have a reference when they need reminders, enhanced internal communication) 2. Welcome to HeLa video for new staff members with information on what the company stands for, meet the permanent staff (Brett, Annabelle, Lana), some information on a few of the activities they offer, etc. (helps new staff to be aware and feel more comfortable before they even arrive at camp, better internal communication and unity) 3. How-to video for online MAS registration/sign-up (shows a dedication to helping clients and increasing their understanding, enhanced external communication) • Other <ol style="list-style-type: none"> 1. HeLa stickers available for staff and for sale for clients and students (increased profits for HeLa and advertising in the world outside of HeLa, sparking questions, enhanced external exposure) 2. HeLa hats and t-shirts (already manufactured) put up for sale for students and/or parents (increased profits for HeLa and advertising in the world outside of HeLa, sparking questions, enhanced external exposure) 3. A HeLa MAS information session event in Edmonton (central area) for teachers, students, and parents that details what HeLa does, stands for, and offers with a Q&A to answer any outstanding questions (helps to reach our target audiences, adds the option of face to face communication, enhanced external communication)
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Communications Plan

<p><u>Measurements of Success</u></p> 	<p><i>What will success look like specifically? How will we measure it?</i></p> <ul style="list-style-type: none"> - Increased advertisement materials available to for use in schools, and a radio ad will be available <ul style="list-style-type: none"> a) A school announcement will be written and available for school use b) A radio ad about MAS and HeLa will be written and available for use - Increased website traffic due to the updated information and photo content <ul style="list-style-type: none"> a) The website will get an additional 25 views per week - Increase social media traffic (Instagram, YouTube, etc.) <ul style="list-style-type: none"> a) Views on YouTube videos will increase to up to at least 200 views per video b) YouTube will gain at least 10 subscribers c) Page views on Instagram will increase by at least 100 views per week - Positive feedback from primary and secondary audiences with surveys and questionnaires once new communications tactics have been implemented (Facebook polls, Instagram story polls) <ul style="list-style-type: none"> a) Instagram and Facebook polls will show that the majority (50% or higher) of those who participate in the polls are happy with HeLa's communication and social media presence with students, parents, and teachers - Positive feedback from the HeLa staff about the manuals and general internal communication at the camp (written and/or spoken surveys/questionnaires) <ul style="list-style-type: none"> a) Camp staff will communicate satisfaction (both verbally and on written surveys) with internal communication and camp unity and will express that they are fully aware of their roles and responsibilities. These surveys and/or informal discussions will be encouraged to occur at least once a month.
<p><u>Key Dates & Timeline</u></p> 	<p><i>When will deliverables produced by? When will everything come to fruition and start benefitting the company? What are HeLa's most important upcoming dates in relation to communications and marketing?</i></p> <p>Each component will be completed by the following dates. My professor will check over these deliverables, offer feedback and suggestions, and then I will revise them. By April 8th, I will have all of the components completed and ready to offer to HeLa.</p> <p>Deliverable Dates</p> <ul style="list-style-type: none"> a) Print-based component → Friday January 31st b) Web-based components → Friday, February 7th

	<p>c) Social media components » Sunday, February 28th</p> <p>d) Audio component » Sunday, March 13th</p> <p>e) Video component » Sunday, April 1st</p> <p>f) Completed final product » Wednesday, April 8th</p> <p>Important Dates for HeLa & MAS</p> <p>a) Registration opens December 3rd, 2019</p> <p>b) Registration closes April 1st, 2020</p> <p>c) MAS Programs run from June 27th, 2020 – August 30th, 2020</p>
<p><u>Assets</u></p> 	<p><i>What do I already have available?</i></p> <ul style="list-style-type: none"> - Youtube channel https://www.youtube.com/channel/UC9d34lD3lYu_zyH-kJTS_zQ - Instagram page https://www.instagram.com/helaventures/?hl=en - HeLa website https://www.helaventures.com - MAS website https://mountainadventure.school - Lots of video and photo content - Premade staff manuals/guides <p>Having these assets already available to us offers an opportunity to both revamp and repurpose content and information that we already have.</p>
<p><u>Key Words & Trends</u></p>	<p><i>What keywords do people search that take them to the HeLa Ventures page? What keywords are searched regularly that should be on HeLa's page to increase traffic?</i></p> <ul style="list-style-type: none"> - Summer school - Outdoor living - Summer camp - Canoeing - Outdoor education - Explore Alberta

Social Media Component



A decorative border composed of a grid of squares in various shades of green, teal, and yellow, framing the central text area.

HeLa Ventures: Social Media Plan

Introduction

HeLa Ventures has three social media accounts, two of which (Instagram and Facebook), have a decent following (around 1.5K followers). However, I believe that these accounts, along with their YouTube channel, could be used more effectively to promote HeLa Ventures and appeal to the target audience. Making the content on the Facebook and Instagram pages more personalized and less just about the adventure part of HeLa could greatly benefit the company. This would showcase HeLa's dedication to more than just outdoor adventure. The YouTube channel could also pose as a great asset due to the excitement of HeLa's MAS and promotional videos. The following social media plan outlines social media audits of HeLa's current presence as well as the social media presence of their biggest competitors. A posting schedule is outlined, as well as other general rules for any posts made on the social media platforms. Audience and troll/hate engagement policies are outlined, and last, but not least, some SMART goals are outlined for HeLa Ventures' overall social media marketing plan. Implementing these changes and staying dedicated to these additions will likely bring in new followers and subscribers, therefore increasing HeLa's overall reach and opportunity for advertisement and promotion.

Social Media Audit

HeLa Uses 3 Main Platforms:



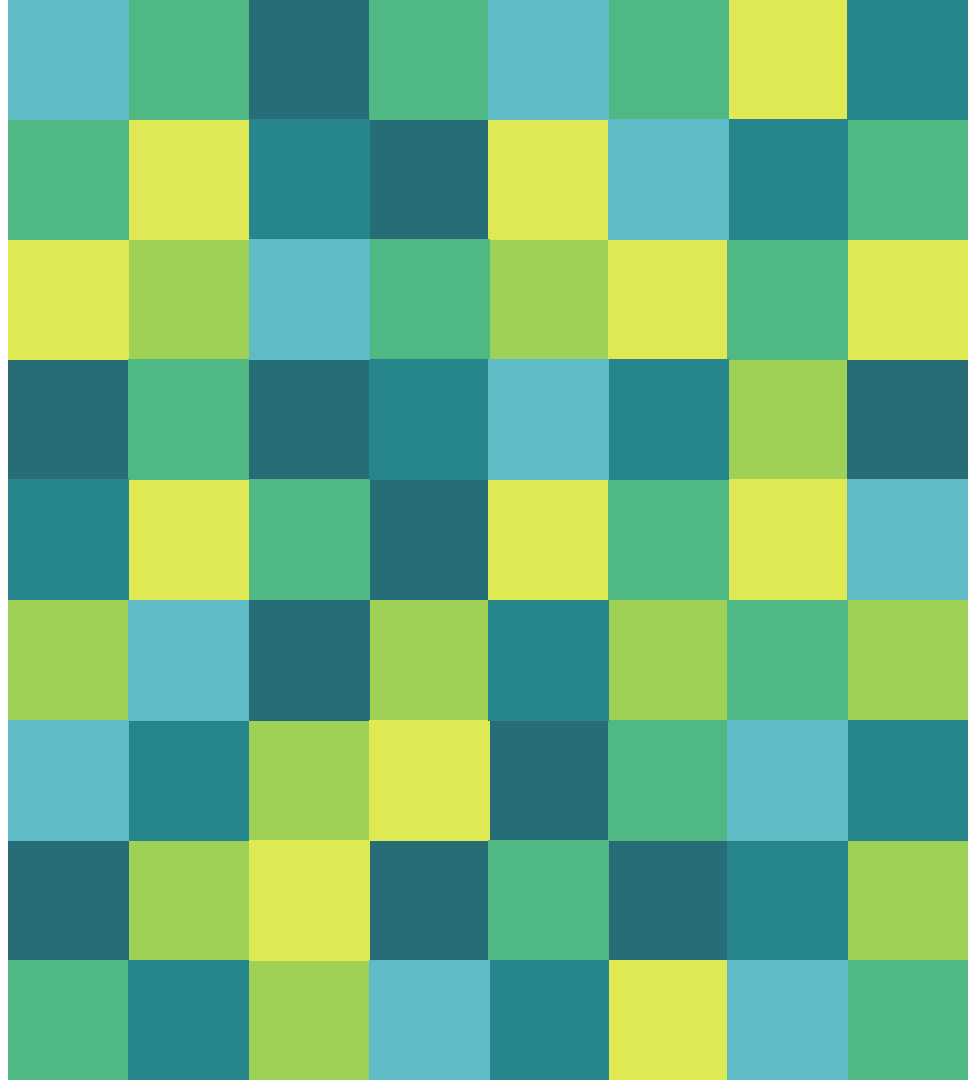
Instagram

Handle: @helaventures

Mission Statement: Share videos and pictures, announcements, job postings, everything promotional and hit the most influential target audience in the most effective way

Numbers & Engagement: 1.1K followers, Following 225, 248 posts, 100-250 likes on exciting content, 30-80 likes on job postings, text posts, Between 250 and 500 views on videos

Audience Demographic: Alberta high school students that would come to camp in school groups and for MAS sessions



Facebook

Handle: HeLa Ventures

Mission Statement: Share information, pictures, & videos about the camp while the kids are at camp, helps parents to feel like their kids are safe, reassured about what their kids are doing, keeps the camp continuously accountable

Numbers & Engagement: Typically 5-25 reactions per post, usually around 10
1.5K likes on the page
1.5K followers on the page

Audience Demographic: parents and teachers of the students... maybe some students themselves

YouTube

Handle: HeLa Ventures

Mission Statement: Share videos, both promotional and otherwise, to showcase the excitement and safety of the outdoor adventure activities at HeLa

Numbers & Engagement: 14 subscribers, 945 views on 2 year old video, 45 views on 1 month old video, 3 likes at most, 1 dislike at most

Audience Demographic: parents, teachers, students, potential clients, and potential employees

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Insights: Instagram seems to be HeLa's top platform for social media engagement. Therefore, making the content more comprehensive and engaging for the audience could be of great use to HeLa. In order to strengthen HeLa's Facebook, curating content that is aimed more specifically at the older demographic of parents and teachers would likely be effective. The HeLa Ventures YouTube channel is fairly weak but could be used as an intriguing portrayal of life at camp.

Posting Schedule/Content Calendar

Staff Sundays #staffsundays	Wipeout Wednesdays #wipeoutwednesdays	Scenic Saturdays #scenicsaturdays
Start with Lana, then Brett and Annabelle, then senior staff, then guides, then kitchen	During off season, use throwback photos and always try to mention which group it is pictured	Photos, and/or videos of the beautiful views that students will get to see at camp
Share their name and position, favorite activity to do at camp, and a fun fact	During the summer, try to keep these photos updated with each group that comes through	Highlights the beauty that nature can provide
This will make the social media feel more personalized, and help the students feel more connected to the staff at camp	This will provide an opportunity to make people laugh and showcase the exciting river days that people will get to participate in at camp	The areas where HeLa's program days take place are stunning. Why not show them off on the social media?

Extra Post Ideas

Informative/Promotional

Create graphic designs that communicate the important information but that are also aesthetically appealing to the audience (try not to interrupt the beauty of the other posts too drastically)

Keep other photo and video content between these posts, with at least a 2:1 ratio of photo/video content to informative posts

YouTube Videos

Post a YouTube video every second Friday

Can be MAS videos, promotional videos, highlight reels, etc.

Use the hashtags set out below as tags and make sure to promote on the other social media platforms to bring in more views.

Social Media Content Rules

At the end of each week

- review reach, likes, views, comments, reactions, etc. on each post
- discuss & record what worked & what didn't work as well
- revisit and adjust strategy
- ask for feedback from followers on Facebook & IG
- SWOT analysis of each post (strengths, weaknesses, opportunities, and threats)

Cross-platform promotion

- with each post that is made, share & promote it across the other platforms in order to hit each of the audiences
- use swipe up links on Instagram & Facebook to promote YouTube videos

Hashtags to use with each post

#helaventures
#mountainadventureschool
#gooutside #explorealberta
#davidthompsoncountry
#davidthompson #abrahamlake
#northsaskatchewanriver
#summerschool
#youthadventurecamp #alberta
#healthyliving #holisticlifestyle
#clearwatercounty
#paddlecanada #paddlealberta
#canoeing

Audience Engagement

- Reply to/like comments on all posts
- Engage in contests & giveaways that encourage followers to repost/share HeLa content on Facebook & Instagram (win merch, etc.)
- Make engaging Instagram & Facebook stories to get feedback from audience (polls, quizzes, outlines to fill in & repost)

TROLL/HATE POLICY

1. DON'T ANSWER OR REPLY, BUT ALSO DON'T DELETE
2. ONLY DELETE, BLOCK, OR REPORT, IF IT BECOMES AN ISSUE OF LEGALITY (HATE SPEECH, ETC.)

SOCIAL MEDIA MARKETING SMART GOALS

BUSINESS OBJECTIVES:

1. HELA PROVIDES AN OPPORTUNITY FOR STUDENTS TO LEARN IN A WHOLESOME, POSITIVE, OUTDOOR ENVIRONMENT
2. HELA PROMOTES A HOLISTIC, HEALTHY OUTDOOR LIFESTYLE AND OFFERS EDUCATIONAL OPPORTUNITIES BOTH ON AN ACADEMIC SCALE AND ON A MORE REAL WORLD LEVEL

SMART GOALS

Use the social media platforms to portray HeLa's dedication to the people, rather than just the outdoor adventure, by posting more about staff, students, and clients on the IG & FB pages.

Create more of an aesthetic theme on the IG page by being more dedicated to the graphic design of informative posts and keeping at least a 2:1 ratio of photo/video content to informative posts.

Utilize the YouTube page more effectively by posting on it every second Friday (once every 2 weeks) to showcase the outdoor adventure aspects of the camp. Increase traffic by cross-platform promotion of these videos.

Use the hashtags/tags on each post across all three platforms to bring in extra viewers and/or portray more brand consistency

Measurement: every third post is more people oriented than activity oriented

Measurement: at the very minimum, keep a 2:1 ratio of photo/video content to informative posts.

Measurement: see a 20 like per post increase on informative text posts

Measurement: Post a new video to the HeLa channel every second Friday.

Measurement: Gain 25 subscribers after 2 months of this posting schedule.

Measurement: 150 view increase per video.

Measurement: See the FB & IG pages gain 200 followers each after using these hashtags consistently for a month.

Measuring Metrics

check consistently & use
as reference

1. Check reach on all posts
(views, profile visits, etc.)
2. Check number of likes,
comments, & reactions
3. Check IG direct
messages & saved posts

Print Component



Mountain Adventure School Promotional Poster

 @helaventures

 HeLa Ventures

helaventures.com



- ▲ two weeks in the mountains
- ▲ earn 11 Alberta High School credits
- ▲ whitewater canoeing & rafting, lake canoeing, hiking, mountain biking, rock climbing, rappelling, wilderness living & more



HELA VENTURES MOUNTAIN ADVENTURE SCHOOL

Information Session Night For Mountain Adventure School



Information Session Night!

HeLa Ventures, in collaboration with Progressive Academy, is hosting an information session night on Thursday, March 3rd, 2021 at Progressive Academy (13212 106 Ave NW, Edmonton). This event is for any parents, teachers, or students who are interested in HeLa Ventures and Mountain Adventure School and will provide you with an opportunity to meet the staff and other students and parents who are interested in the program. Please join us from 6:30-9:00 PM to hear from our owner, directors, guides, teachers, and previous students. A Q&A will follow, and refreshments will be provided, after the program. An itinerary is outlined below.

Itinerary

- 6:30-6:45 » Hear from Lana Madsen, owner & founder of HeLa Ventures
 - a) How HeLa began, why it began
 - b) Main key messages/purpose of the camp
- 6:45-7:15 » Hear from Brett & Annabelle, directors of the camp
 - a) More about camp life
 - b) How and why they got started at HeLa and why they haven't let
- 7:15-7:30 » Hear from two previous students
 - a) Their experience at camp
 - b) Why they would recommend the experience to others
- 7:30-7:45 » Hear from a guide, Kyra
 - a) Why/how they got involved
 - b) Their experience
 - c) Their favorite things about HeLa
- 7:45-8:00 » Hear from a teacher, Dave
 - a) Why/how they got involved
 - b) Their experience
 - c) Their favorite things about HeLa
- 8:00-8:30 » Q&A
 - a) Lana, Brett, Annabelle, Kyra, and Dave on the panel
- 8:30-9:00 » Optional mingle and refreshments
 - a) Any direct questions for any of the speakers
 - b) Meet other parents/students/teachers that are there
 - c) Refreshments

Thank you

