BEYOND “JOIN THE CONVERSATION”
CAN SOCIAL MEDIA SUPPORT MEANINGFUL PUBLIC ENGAGEMENT?

Tom Cochrane, CornerBrooker.com
Rebecca Cohoe, Harris Centre, Memorial University
Dave Lane, Happy City
JOIN THE CONVERSATION!
5 Types of Social Media Strategies

- **Like Us So We Can Tell You How Awesome We Are**
  - We Are Awesome
  - We Are Awesome
  - We Are Awesome

- **Like Grab**

- **Broadcast**

- **Awesome Deal**
  - Sale
  - 1/2 Off

- **Promotion**

- **Help Our Awesome Video Go Viral**

- **One-Hit Wonder**

- **How Can We Help You Be More Awesome?**

- **All Too Rare**

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The mission of the Harris Centre: to encourage informed public policy and regional development in Newfoundland and Labrador by supporting communication and collaboration between Memorial University and the people of this province.
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What does the Harris Centre do?
Thank-you!
@harriscentre
City announces by-election; flies under everyone’s radar

On January 31 Corner Brook City Council announced that there would be a municipal by-election to fill the councillor seat left open after Councillor Charlie Renouf passed away in January. There hasn’t been much interest generated by it yet. Is it being taken over by the Humber West By-election?

The nomination
Municipal election: go! Seven candidates vie for one seat

The nominations are closed and I can breathe a sigh of relief that there will actually be an election next month!

Gary Kelly, June Alteen, Tonya Organ, Trent Quinton, Tarragh Shanahan, Dave Wells and Alton Whelan will all be on the ballot on March 16, looking to get the open seat on council.

Having this many people running in a by-election must say something about the current city council. Elections typically draw a large number of candidates when people aren’t pleased with the current government.
#grenfell13

Melanie Callahan
@MelanieCallah14

Getting excited #grenfell13
10 May 9:17am

Sunday Night Geek
@SundayNightGeek

Congrats to all of the #grenfell13 graduates on their convocation day! You have done well and the future is yours!
10 May 8:33am

Grenfell Campus Alum
@grenfellcampus

The big day is finally here! Congratulations to all of our new Alumni #grenfell13
10 May 8:28am

Grenfell Campus
@grenfellcampus

Did you know that we will be conferring over 150 degrees tomorrow to over 150 amazing students? #grenfell13
8 May 3:04pm

Ashley Normore
Thank-you!
@tomcochrane
“SOCIAL MEDIA CAN HELP!”

DAVE LANE
@davelanetweets