

# 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*



CORNERBROOKER.COM





JOIN THE CONVERSATION!



# 5 TYPES OF SOCIAL MEDIA STRATEGIES

TOM  
FISH  
BURNÉ



LIKE US SO WE  
CAN TELL YOU  
HOW AWESOME  
WE ARE

LIKE GRAB



WE ARE AWESOME



WE ARE AWESOME



WE ARE AWESOME

BROADCAST

AWESOME  
DEAL



SALE

PROMOTION

HELP OUR AWESOME  
VIDEO GO VIRAL



ONE-HIT WONDER



HOW CAN WE  
HELP YOU BE  
MORE AWESOME?

ALL TOO RARE

© marketoonist.com



CORNERBROCKER.COM



happy city





The mission of the Harris Centre:







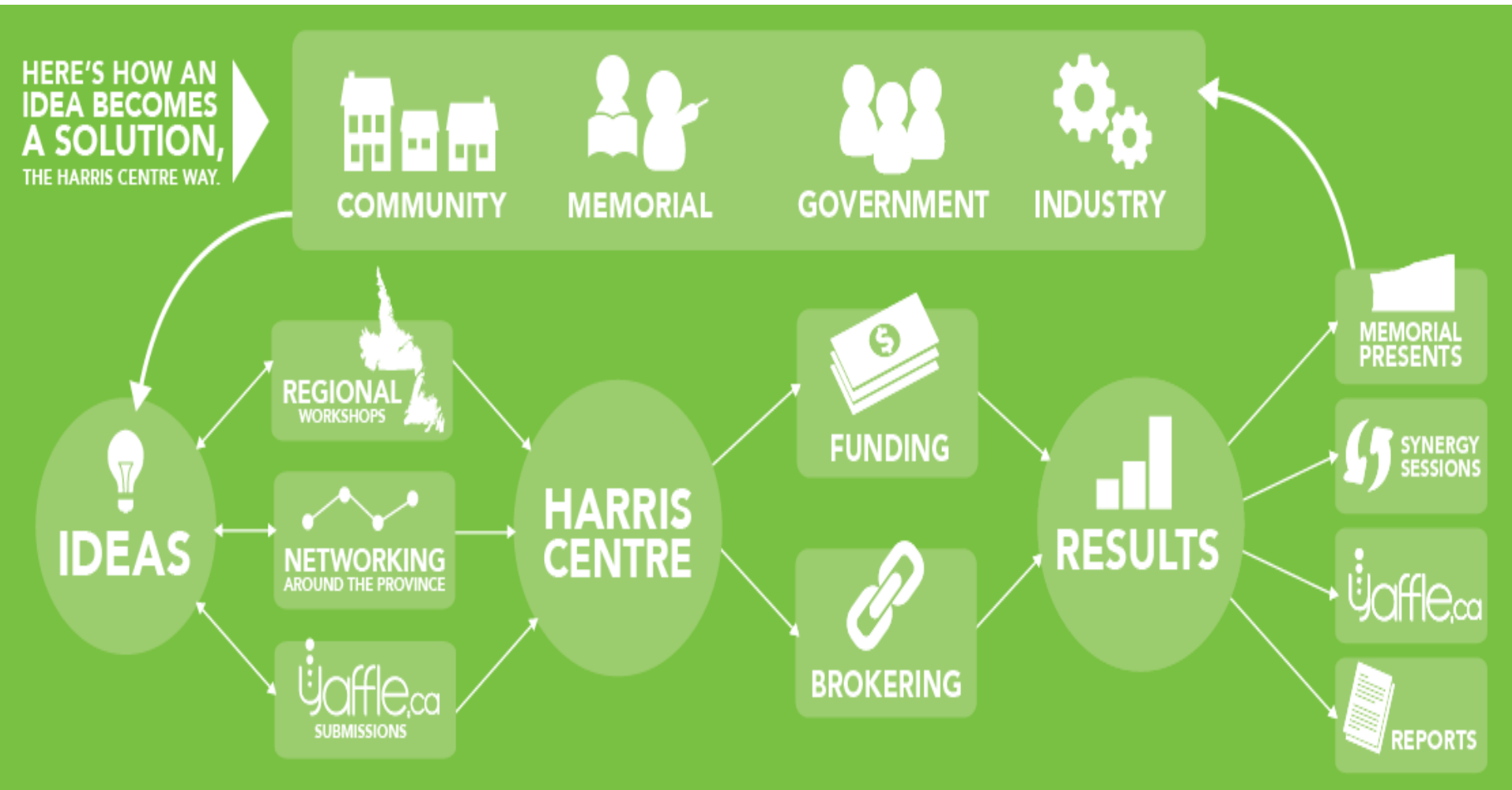
to encourage informed public policy and regional development in Newfoundland and Labrador by supporting communication and collaboration between Memorial University and the people of this province.







# What does the Harris Centre do?





# MEMORIAL PRESENTS







Thank-you!  
@harriscentre





# CORNERBROOKER.COM





# 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.











CORNETBROCK.COM



























Thank-you!  
@tomcochrane



**“SOCIAL MEDIA CAN HELP!”**

DAVE LANE

@davelanetweets

