

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*



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CENTERFORSTUDYOF21STCENTURY.COM



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5 TYPES OF SOCIAL MEDIA STRATEGIES

TOM
FISH
BURNE



LIKE US SO WE
CAN TELL YOU
HOW AWESOME
WE ARE

LIKE GRAB

WE ARE AWESOME

WE ARE AWESOME

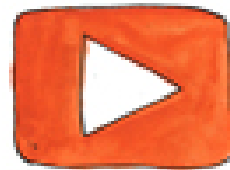
WE ARE AWESOME

BROADCAST



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:



CORNERSTONEWEB.COM





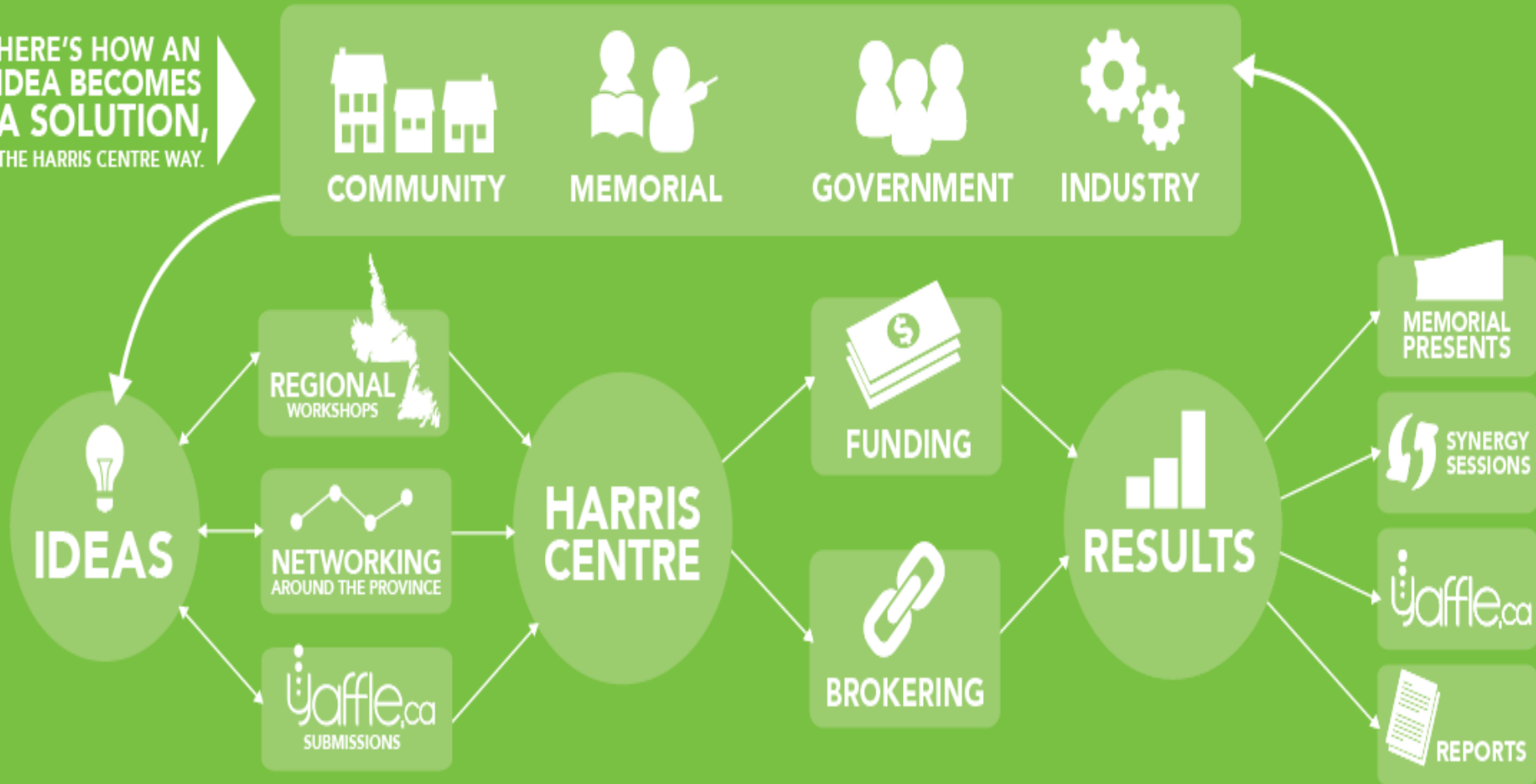
to encourage informed public policy and regional development in Newfoundland and Labrador by supporting communication and collaboration between Memorial University and the people of this province.





What does the Harris Centre do?

HERE'S HOW AN
IDEA BECOMES
A SOLUTION,
THE HARRIS CENTRE WAY.



MEMORIAL PRESENTS



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Thank-you!
@harriscentre



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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



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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.





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**THANK
YOU**

VOTE
**Gary
KELLY**
CITY COUNCIL
www.GaryKelly.com





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#grenfell13



Melanie Callahan
@MelanieCallah74
Getting excited #grenfell13
10 May 9:19am



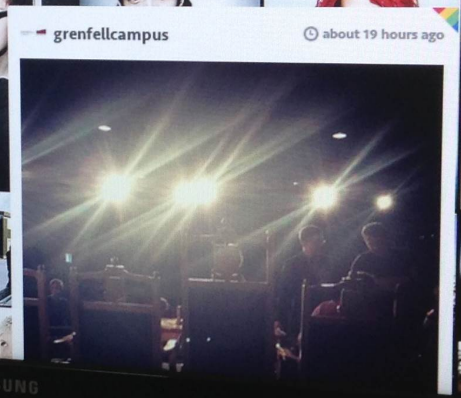
Sunday Night Geek
@sundaynightgeek
Congrats to all of the #grenfell13 graduates on their convocation day! You have done well and the future is yours!
10 May 8:33am



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

Ashley Normore

Grenfell Campus
@grenfellcampus
Did you know that we will be conferring over 150 degrees tomorrow to over 150 amazing students? #grenfell13
9 May 3:04pm





Thank-you!
@tomcochrane



“SOCIAL MEDIA CAN HELP!”

DAVE LANE

@davelanetweets



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