

## Activities and Products

### **The Virtual Tour Tiger Team has a lot to do to prepare for the launch of the Virtual Tour.**

#### **Before the launch the tiger team must.....**

eCommunications will prepare an Internet rotating homepage tab and message which will be in dev ready to go live as soon as the Minister announces the tour.

The tiger team will make sure that the Warden at each institution has speaking points ready to go for the launch of the VT. Wardens will be encouraged to use the speaking points to advise staff and inmates at the institutions of the Virtual Tour.

An information for offenders fact sheet will be created. It will live on the information for staff and offenders InfoNet page, will be sent to the members of the correctional managers working group and will be sent directly to wardens. These groups will be encouraged to print the fact sheet so employees who do not work at computers and offenders will have easier access to the information.

eCommunications will draft a Commissioner's message to announce the Virtual Tour to staff. It is important to ensure employees receive information about the Virtual Tour at the same time as the public. The message will also mention that if any employee wants to view the Virtual Tour from home, or show friends and family that is encouraged.

Strategic Communications will develop FAQs to help people to understand what the virtual tour is and why it was developed which will live on the InfoNet and be linked to in any internal communications.

### **The announcement takes place. We jump into action!**

#### **The same day as the announcement we will...**

Go live with the rotating tab on the Internet so anyone visiting our site will be able to quickly and easily access the Virtual Tour.

Send out the Commissioners message regarding the launch of the Virtual Tour. This message will include a link to the Virtual Tour, the promotional video, and the staff and offenders InfoNet page where many of the other products will be housed.

The social media campaign will be launched. eCommunications will tweet a link to the tour as soon as the Minister makes his announcement. The hashtag #CSCtourSCC will be used for all tweets related to the Virtual Tour. An email will be sent to our portfolio partners as well as other government organizations such as Canada Border Services Agency (@CanBorder), Public Safety Canada (@Safety\_Canada), and Royal Canadian Mounted Police (@rcmpgrcpolice), Justice Canada (@JusticeCanadaEN), PublicService Canada (@PublicServiceCa) to ask them to retweet (RT) CSC's first message that which will link to the Virtual Tour. eCommunications will also ask Don Head (@Don\_Head\_CSC) to RT our message.

As part of the social media campaign, eCommunications will create a video to promote the virtual tour. This video will be something short and catchy. It will be mostly text and images with the goal of enticing people to go online and explore the virtual tour. This video will be linked to from many of our other communications products such as tweets, media lines, the Internet homepage, the gen-communique, and the This Week @CSC article. It will also be searchable on YouTube and will be pushed to each of our subscribers when the video is uploaded. The video will be launched as soon as the announcement is made.

#### **Later that week...**

The social media campaign will continue. The hashtag #CSCtourSCC will continue to be used. The tweets will be fun facts about the tour and will include a link to the Virtual Tour. These will be directed at (@) a variety of partners, stakeholders, and other government organizations, including police services, victim serving organizations, universities and colleges. The tiger team will create an extensive list of groups who may be interested in this tour and that have a twitter account, and over the course of month following the announcement we will individually tweet at each one of them. Each message will be customized to the audience we are sending the message to.

#### **The next week...**

The same message that was sent as a gen-communiqué will also be included in the following Monday's issue of This Week @CSC. eCommunications will ensure this message is at the top of the email message, and is prominently displayed on the InfoNet homepage.

Through the Association of Universities and Colleges of Canada CSC will challenge colleges and universities to make the Virtual tour part of their curriculum in their justice and public safety related programs. The Association of Universities and Colleges of Canada are the national voice for Canadian universities; they represent 97 public and private not-for-profit universities and university degree-level colleges. CSC will also use The Canadian Association of College and University Student Services (CACUSS) to reach as many colleges and universities as possible.

Strategic Communications will develop a written Public Service Announcement (PSA) to further promote the Virtual Tour. This PSA will be sent to media outlets with the hope that they will spread our message. The PSA will provide images, and text that make it easy for a media outlet to turn the content into a great article.

#### **3 months after the announcement we will...**

Strategic Communications will write a Let's Talk article about the Virtual Tour. Let's Talk is a popular with front line staff, so we hope that this avenue will engage employees who do not often read gen-comms and This Week @CSC. The article will explain what the tour is, why we decided to create it, the many benefits of sharing it, and could include staff reactions to the tour.

eCommunications will create an internal SharePoint survey that will be sent to employees to evaluate the Virtual Tour itself, and the launch initiative. This survey will be sent out in This Week @CSC

approximately 3 months after the launch. It will include questions about how employees found out about the virtual tour, what communication dissemination methods worked and did not work, how they felt about the virtual tour, what they liked and didn't like. It will be a short, direct survey with multiple choice and short answer questions.

Tweets will continue, eCommunications will work to determine schools, victim serving organization and police organization who would benefit from viewing the Virtual Tour. The hashtag #CSCtourSCC will continue to be used.

**Ongoing promotion will include...**

To further promote the Virtual Tour Media Relations will add a link to the tour in the useful links section of News Releases, and at the end of media responses. The tiger team will also engage the Correspondence Unit so they can add the link to the end of any correspondence that comes from CSC.

Tweets will continue for a year following the launch. More generic messages will be issued once every two weeks until February 2016. Tweets will messages such as: "Are you a student in criminology? Check out what the inside of a penitentiary looks like <http://fakeurl> #CSCtourSCC," or "Ever wonder what the inside of a federal institution looks like? Take a peek <http://fakeurl> #CSCtourSCC."