

“BC B-Sides” Communications Plan

What & Why?

BC B-Sides is a fresh take on engagement with BC Government.

BC B-Sides provides context and a place to add a more personal element to news released through the newsroom and various government channels. Acting as a news blog, it highlights proactive communications efforts with old-fashioned storytelling.

A step beyond content curation

Historically, once a news release is public, there is no follow-up information shared on the newsroom or other government channels. BC B-Sides will revisit that information and share more detail that will benefit, entertain and inform the public about funding, programs and services that have made a positive difference in the lives of BCers.

Unlike other government run blogs of the past, BC B-Sides will be a fully functioning member of the BC blogging community. The writing will be crisp, intimate and provide a glimpse into the personalities of the writers, allowing readers to relate to real people, with real faces.

In addition to celebrating announcements and news specific to BC Government, BC B-Sides will give back by celebrating the accomplishments of BC communities, stakeholders, readers and our blogging partners.

The strategic advantage

A blog based on easy to share information with a useful, but personal twist, benefits BC Government’s long-term strategic communications for the following reasons:

Objectives

- Provide a relatable, easy to read complement to current and past news issued by BC Government
- Re-purpose and revisit popular news to share in a different format and (re) capture momentum and public understanding on a topic/program/service
- Dip our toe in the content curation/creation business of news generation
- Proactively position good news and useful information from BC Government
- Position BC Government as a leader in using digital communications for public engagement

Background

- The BC Newsroom puts out roughly 5-10 news releases a day (or 200+ p/month), that information is supported by a network of digital media channels
- Once a news release is public, there is no follow-up information shared on the newsroom, although there is often potential to revisit that information
- By using what we have near at hand we can curate and create “shareable” content that will reach new and different audiences

Goals

- Continue to gain traction on news that provides helpful information to BCers
- Provide a deeper level of information and connection with our existing audience
- House proactive communications efforts, follow-up on popular stories and provide more information to the public, as needed

Target Audiences

- New and existing readers of the newsroom and our satellite social media channels
 - Other BC Government digital content curators
- BC bloggers and digital media conglomerates
 - BC “Mom Bloggers”

- Regional media (potential for them to repurpose our content online or share on their social media channels)
- BC specific bloggers
- Key stakeholder groups
 - Business advocacy groups
 - Business owners
 - Announcement/funding partners
 - Local/municipal government
 - Federal government
- BC Government employees
 - Profiled program areas

Social Media Key Messages

- Real stories for real (BC) people
- BC B-Sides is a break in your day
- BC B-Sides tells the story *behind* the story

Tools & Tactics

- BC B-Sides will exist on a separate blog platform, embedded via Iframe on the BC Newsroom
- BC B-Sides will be promoted through existing digital media channels and word of mouth
- BC B-Sides will require internal communication from GCPE exec to CD's, followed by manager-manager communication and expectation setting
- BC B-Sides content will be a combination of stories from GCPE shops (editorial schedule), off-the cuff proactive opportunities, re-surfaced news releases and information bulletins, announcements and stories from partner bloggers, suggestions from program areas and readers
 - *EVERY EFFORT* will be made to ensure that GCPE shops will not be burdened with additional work to help service BC B-Sides, although we will need to coordinate and liaise with them, especially as the blog gets established.
 - *Check with shop to make sure we're not "scooping" them on a planned NR/IB that they may be preparing*
 - *If so, time it so that we have a spate angle that complements what they're pursuing for built-in momentum*
 - *Get entrée to the GCPE shops' sources for stats/figures. E.g. Following up on the new online birth registry: who can we speak to get the stats since launch?*
 - *Working together to make sure the right stakeholders are notified about a story*

Tasks & Responsibilities

Action	Partner	Cost	Responsible	When
Comm Plan	Executive approval		BF	Dec 14
Approval matrix	Executive approval		BF	Dec 14
Final approval for concept	Executive approval		BF	Dec 14
Editorial & website style guide (1 pager)	Graphics, Writing Services		JT	Dec 14
Editorial Schedule 1 pager for shops, "how to get your stuff added to the blog"	GCPE shops		BF	Dec 14
Outreach research/strategy	GCPE shops		BF	Dec 14
Purchase Word Press site template and ui	Finance	S 13	JT	Dec 21
Create site architecture (pages, galleries, etc)	Graphics		JT & BF	Jan 11
Create art for site (logo, buttons, spacers, etc)	Graphics		JT	Jan 11
Build site, trouble shoot, improve, UAT	Graphics, Systems Solutions & Architecture		JT	Jan 11
Five completed stories	GCPE Shops		JT & BF	Jan 18
Launch of blog	GCPE Newsroom, Graphics,		JT & BF	Jan 28
Integration with existing newsroom channels & embed in the newsroom	Systems Solutions & Architecture		JT	Jan 28
Facebook advertising	Marketing		BF	Feb 04
Inclusion in monthly metrics	Robyn Croft		JT	Ong

Approval Matrix

- Original stories/submissions from GCPE shops that require re-writes to meet the content style/tone will be approved by the shop for content, not style
- All blog posts vetted for grammar/style by GCPE Writing Services
- Original stories from Digital Services and Online Communications approved by the unit manager

Editorial Schedule (first six months)

Subject to change

- 2-4 stories a month
- Effort made to represent regions and sectors equitably
- Effort made to represent ministries and corporate priorities equitably

Month	Week 1	Week 2	Week 3	Week 4
February	BC Family Day- How are you celebrating? (LCTIZ)- Streeter video showing BCers excited for Family Day and how they'll celebrate- we'll also report out on the voting stats and do a fun poll of how ppl plan to celebrate	<u>BC food producers welcome \$2-million "buy local" campaign</u> -Buying local is good for your belly and the environment- profile the owner of the Red Barn Market, who champions buying/eating local. Sidebar: local-ore recipes.	<u>Families can now register births of newborns online</u> S 13 (HEALTH)	N/A or as opp arises
March	<u>B.C. government supports film, TV and digital media (JTST)</u> S 13	N/A or as opp arises	<u>Skills and Training Plan-</u> S 13 S 13	<u>Funding helps midwives deliver for B.C. families</u> S 13
April	<u>New action plan to benefit Aboriginal learners (AEI&T)</u> S 13	<u>WorkBC update</u> S 13	WRIT April 16	WRIT April 16
May	WRIT April 16	ELECTION DAY MAY 14	<u>Arts and culture benefit from B.C. government support</u>	<u>Province supports technologies for people with</u>

				<u>disabilities</u>
June	<u>Foldable lenses for cataract patients to be covered</u>	N/A or as opp arises	<u>Port Mann Bridge-</u> S 13	N/A or as opp arises
July	<u>McAbee Fossil site designated as heritage site (FLNRO)</u> Why do we need heritage sites?		<u>Communities plugging in to promote electric vehicles</u> Fun story about driving an electric vehicle in BC W/ LiveSmart BC	

Approvals & Sponsors

John Paul Fraser, ADM, Strategic Planning & Engagement

Mary Dila, Executive Director, Marketing and Communications Support Service

FOI Request GCP 2013-00074

Contractor	Contract Sum
Atomic Crayon	\$ 300.00
Atomic Crayon	\$ 12,557.50