

Subject: Re: CleanBC video - reduced text
Date: Monday, January 7, 2019 at 11:48:51 AM Pacific Standard Time
From: Ferguson, Stephanie GCPE:EX
To: Ochudzawa, David GCPE:EX

You're good to make these edits David, thanks in advance. 😊

From: "Crebo, David GCPE:EX" <David.Crebo@gov.bc.ca>
Date: Monday, January 7, 2019 at 11:40 AM
To: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>
Cc: "Ochudzawa, David GCPE:EX" <David.Ochudzawa@gov.bc.ca>, "Chambers, Craig GCPE:EX" <Craig.Chambers@gov.bc.ca>
Subject: RE: CleanBC video - reduced text

Thanks Stephanie – sure, that looks fine.

From: Ferguson, Stephanie GCPE:EX
Sent: Monday, January 7, 2019 11:36 AM
To: Crebo, David GCPE:EX
Cc: Ochudzawa, David GCPE:EX
Subject: CleanBC video - reduced text

Hi David,

I'm following up on our CleanBC video, with the request to shorten the text.

You can access the draft video here (same as the one you saw in Dec): <https://spaces.hightail.com/receive/Yn5dWI3c2K>

And these are my proposed edits to the text. Karl has approved them for his part, if they seem good-to-go to you, I'll ask our animator to make the edits in the video.

CleanBC puts our province on the
path to a cleaner, better future

We'll reduce air pollution
by shifting towards clean BC energy

Make zero-emission vehicles
and home heat pumps more affordable

And meet the growing global demand
for pollution-reducing technologies

Thanks
Stephanie

--

Stephanie Ferguson

Digital Communications Officer | Digital Communications
Government Communications and Public Engagement
Province of British Columbia
250-889-3745

Subject: Re: BikeBC BC+ Video

Date: Monday, January 7, 2019 at 3:54:21 PM Pacific Standard Time

From: Grieve, Chandler GCPE:EX

To: Ferguson, Stephanie GCPE:EX

Please let me know when you do – cheers - cg

From: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>

Date: Monday, January 7, 2019 at 3:14 PM

To: "Grieve, Chandler GCPE:EX" <Chandler.Grieve@gov.bc.ca>

Subject: Re: BikeBC BC+ Video

Woot! Thanks, will find a spot to schedule it in.

--

Stephanie Ferguson

Digital Communications Officer | Digital Communications
Government Communications and Public Engagement
Province of British Columbia
250-889-3745

From: "Grieve, Chandler GCPE:EX" <Chandler.Grieve@gov.bc.ca>

Date: Monday, January 7, 2019 at 2:42 PM

To: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>

Subject: Re: BikeBC BC+ Video

We love this plan.

Green light from us!

From: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>

Date: Monday, January 7, 2019 at 10:51 AM

To: "Grieve, Chandler GCPE:EX" <Chandler.Grieve@gov.bc.ca>

Subject: Re: BikeBC BC+ Video

Hey Chandler,

Following up on this as it's now the new year. Again, we were thinking it would be nice to re-use the BikeBC BC+ video we made last year to promote the new round of submissions.

Copy and the video we'd re-post is here:

BC GOV FB (with video)

Does your community need new cycling infrastructure or improvements to existing infrastructure? Funding for cycling projects through the 2019-20 BikeBC program is now open for submissions!

The BikeBC program encourages active transportation, which complements our CleanBC plan, aimed at

reducing air pollution, while creating more jobs and economic opportunities for people, businesses and communities.

Learn more: <https://www2.gov.bc.ca/gov/content/transportation/funding-engagement-permits/funding-grants/cycling-infrastructure-funding>

BC GOV TW (with video)

Does your community need new cycling infrastructure or improvements to existing infrastructure? Funding for cycling projects through the 2019-20 BikeBC program is now open for submissions! Learn more: <https://www2.gov.bc.ca/gov/content/transportation/funding-engagement-permits/funding-grants/cycling-infrastructure-funding>

Video is at: <https://www.facebook.com/BCProvincialGovernment/videos/2184780061540274/>

--

Stephanie Ferguson

Digital Communications Officer | Digital Communications
Government Communications and Public Engagement
Province of British Columbia
250-889-3745

From: "Grieve, Chandler GCPE:EX" <Chandler.Grieve@gov.bc.ca>
Date: Thursday, December 20, 2018 at 9:35 AM
To: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>
Subject: Re: BikeBC BC+ Video

Hey Stephanie,

Can we hold-off until the new year on this one?

Also – my director thinks there is a good chance for a validator based story with one of the communities that have benefited from the program.

Thoughts?

Cheers,

Chandler

From: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>
Date: Wednesday, December 19, 2018 at 1:14 PM
To: "Grieve, Chandler GCPE:EX" <Chandler.Grieve@gov.bc.ca>
Subject: Re: BikeBC BC+ Video

Great!

We do try to avoid putting in links into the videos themselves as they aren't clickable, but the link for more info would be in the post copy.

I could put this out right away this week, or wait until the new year as the deadline for applications isn't until late Feb and this might get lost in all our year-end content and the holidays.

--

Stephanie Ferguson

Digital Communications Officer | Digital Communications
Government Communications and Public Engagement
Province of British Columbia
250-889-3745

From: "Grieve, Chandler GCPE:EX" <Chandler.Grieve@gov.bc.ca>
Date: Wednesday, December 19, 2018 at 12:43 PM
To: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>
Subject: Re: BikeBC BC+ Video

Yah – great idea!

Can we tweak maybe the last part of the video to say something like “to find out how your community can get involved – visit XXXX”

The person in charge of the BikeBC file is off for the break – but I think it is a great idea.

When would you guys put it out again?

Do you have a date in mind.

From: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>
Date: Wednesday, December 19, 2018 at 12:36 PM
To: "Grieve, Chandler GCPE:EX" <Chandler.Grieve@gov.bc.ca>
Subject: BikeBC BC+ Video

Hey Chandler,

Noticed BikeBC applications for 2019/20 are now open, and we have a BC+ video from July on BikeBC that might be nice to re-use, as well as to tie into CleanBC. What do you think of the below copy/can you run it past those who need to see it? We could make changes to the copy in the video if needed, but we thought it still works.

The video is at: <https://www.facebook.com/BCProvincialGovernment/videos/2184780061540274/>

BC GOV FB (with video)

Does your community need new cycling infrastructure or improvements to existing infrastructure? Funding for cycling projects through the 2019-20 BikeBC program is now open for submissions!

The BikeBC program encourages active transportation, which complements our CleanBC plan, aimed at reducing air pollution, while creating more jobs and economic opportunities for people, businesses and communities.

Learn more: <http://ow.ly/ZPVN30n39XI>

BC GOV TW (with video)

Does your community need new cycling infrastructure or improvements to existing infrastructure? Funding for cycling projects through the 2019-20 BikeBC program is now open for submissions! Learn more: <http://ow.ly/ZPVN30n39XI>

Stephanie

--

Stephanie Ferguson

Digital Communications Officer | Digital Communications
Government Communications and Public Engagement
Province of British Columbia
250-889-3745

Subject: FW: IT News: GCPE & GDX Service Desk Contact Information - COS Service Desk changes to GDX Service Desk

Date: Tuesday, January 8, 2019 at 11:11:09 AM Pacific Standard Time

From: Ferguson, Stephanie GCPE:EX

To: Thind, Herman GCPE:EX

For reference!

--

Stephanie Ferguson

Digital Communications Officer | Digital Communications
Government Communications and Public Engagement
Province of British Columbia
250-889-3745

From: "GCPE Service Desk GCPE:EX" <gcpe.servicedesk@gov.bc.ca>

Date: Tuesday, April 3, 2018 at 11:38 AM

Subject: IT News: GCPE & GDX Service Desk Contact Information - COS Service Desk changes to GDX Service Desk

To All GCPE Staff,

This is a friendly email about updated contact information for GCPE's Service Desks. Please note the division of services described below, and use the communication channel appropriate for future requests:

GCPE Service Desk - gcpe.servicedesk@gov.bc.ca - Internal JIRA Portal
s.15,s.17

- The internal service desk is for GCPE staff only and focuses on **BC Gov. News, Hub, IDIR accounts, workstation hardware and software, voice landline (UC), mobile** and other internal IT services.

GDX Service Desk - gdx.servicedesk@gov.bc.ca – iTop
Portal (<https://cos.citz.gov.bc.ca/servicedesk/>)

- Formerly the GCPE COS Service Desk, this is used by both GCPE staff and ministry web clients.
- Please utilize this service desk for enterprise web services such as **CMS Lite, www2.gov.bc.ca updates, web analytics** and **Search**.

Both service desks above are managed by GCPE's Technical Services Team. If you have any questions, please feel free to contact me directly.

Kind regards,

James Sturrock

GCPE Service Desk Lead
GDX - Government Digital Experience Division
Government Communications & Public Engagement

EMAIL – CALL – IM

Subject: Re: CleanBC BC+ 3
Date: Wednesday, January 9, 2019 at 4:35:37 PM Pacific Standard Time
From: Ochudzawa, David GCPE:EX
To: Crebo, David GCPE:EX, Hardin, Karl GCPE:EX, Ferguson, Stephanie GCPE:EX

s.22

David Ochudzawa

Visual Communications Officer | Digital Communications
Government Communications and Public Engagement
Province of British Columbia
250-208-2071

From: "Crebo, David GCPE:EX" <David.Crebo@gov.bc.ca>
Date: Wednesday, January 9, 2019 at 4:30 PM
To: "Ochudzawa, David GCPE:EX" <David.Ochudzawa@gov.bc.ca>, Karl Hardin <Karl.Hardin@gov.bc.ca>, "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>
Subject: RE: CleanBC BC+ 3

Yep, agreed. s.22

From: Ochudzawa, David GCPE:EX
Sent: Wednesday, January 9, 2019 4:30 PM
To: Crebo, David GCPE:EX; Hardin, Karl GCPE:EX; Ferguson, Stephanie GCPE:EX
Subject: Re: CleanBC BC+ 3

s.22

David Ochudzawa

Visual Communications Officer | Digital Communications
Government Communications and Public Engagement
Province of British Columbia
250-208-2071

From: "Crebo, David GCPE:EX" <David.Crebo@gov.bc.ca>
Date: Wednesday, January 9, 2019 at 4:19 PM
To: Karl Hardin <Karl.Hardin@gov.bc.ca>, "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>
Cc: "Ochudzawa, David GCPE:EX" <David.Ochudzawa@gov.bc.ca>
Subject: RE: CleanBC BC+ 3

Yep, agreed. Looks good.

From: Hardin, Karl GCPE:EX
Sent: Wednesday, January 9, 2019 4:16 PM
To: Ferguson, Stephanie GCPE:EX; Crebo, David GCPE:EX
Cc: Ochudzawa, David GCPE:EX
Subject: Re: CleanBC BC+ 3

Looks good from my perspective. Dave, look ok to you?

--

Karl Hardin

Executive Director | Digital Communications
Government Communications and Public Engagement
Cell: (778) 584 1251

From: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>
Date: Wednesday, January 9, 2019 at 2:20 PM
To: "Crebo, David GCPE:EX" <David.Crebo@gov.bc.ca>, "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>
Cc: "Ochudzawa, David GCPE:EX" <David.Ochudzawa@gov.bc.ca>
Subject: FW: CleanBC BC+ 3

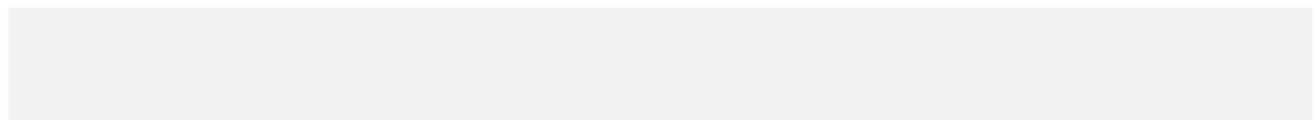
New version of CleanBC video with less text for your review.

--

Stephanie Ferguson

Digital Communications Officer | Digital Communications
Government Communications and Public Engagement
Province of British Columbia
250-889-3745

From: GCPE Newsroom <delivery@u2418783.wl034.sendgrid.net>
Reply-To: GCPE Digital Services <GCPENEWSRM@Victoria1.gov.bc.ca>
Date: Wednesday, January 9, 2019 at 2:02 PM
To: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>
Subject: CleanBC BC+ 3





GCPE Newsroom

has shared 1
file.



1 file



30.5 MB total

MP4

CleanBC BC+anim3.mp4

30.5 MB

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Subject: Re: Overdose Awareness Campaign: Social Links
Date: Friday, January 11, 2019 at 11:29:39 AM Pacific Standard Time
From: Ferguson, Stephanie GCPE:EX
To: Tupper, Ashley MMHA:EX, Watt, Adrienne GCPE:EX, GCPE Digital Services
CC: Berndt, Eric GCPE:EX, LeSueur, Kathryn GCPE:EX
Attachments: image001.png

Absolutely, but this really helps to get us started and recognize comments that need responses. Much appreciated!

--

Stephanie Ferguson

Digital Communications Officer | Digital Communications
Government Communications and Public Engagement
Province of British Columbia
250-889-3745

From: "Tupper, Ashley MMHA:EX" <Ashley.Tupper@gov.bc.ca>
Date: Friday, January 11, 2019 at 11:27 AM
To: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>, "Watt, Adrienne GCPE:EX" <Adrienne.Watt@gov.bc.ca>, GCPE Digital Services <GCPENEWSRM@Victoria1.gov.bc.ca>
Cc: "Berndt, Eric GCPE:EX" <Eric.Berndt@gov.bc.ca>, "LeSueur, Kathryn GCPE:EX" <Kathryn.LeSueur@gov.bc.ca>
Subject: RE: Overdose Awareness Campaign: Social Links

Thanks – but also please use them as a guide in addition to the key messages and Q+A documents, there may be other comments that need your response/ moderation. Thank you for the help!

Ashley

From: Ferguson, Stephanie GCPE:EX
Sent: January 11, 2019 11:27 AM
To: Tupper, Ashley MMHA:EX <Ashley.Tupper@gov.bc.ca>; Watt, Adrienne GCPE:EX <Adrienne.Watt@gov.bc.ca>; GCPE Digital Services <GCPENEWSRM@Victoria1.gov.bc.ca>
Cc: Berndt, Eric GCPE:EX <Eric.Berndt@gov.bc.ca>; LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca>
Subject: Re: Overdose Awareness Campaign: Social Links

Thanks for this Ashley, it's excellent and exactly what we need. We'll get those responses posted ASAP.

--

Stephanie Ferguson

Digital Communications Officer | Digital Communications
Government Communications and Public Engagement
Province of British Columbia
250-889-3745

From: "Tupper, Ashley MMHA:EX" <Ashley.Tupper@gov.bc.ca>

Date: Friday, January 11, 2019 at 11:11 AM

To: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>, "Watt, Adrienne GCPE:EX" <Adrienne.Watt@gov.bc.ca>, GCPE Digital Services <GCPENEWSRM@Victoria1.gov.bc.ca>

Cc: "Berndt, Eric GCPE:EX" <Eric.Berndt@gov.bc.ca>, "LeSueur, Kathryn GCPE:EX" <Kathryn.LeSueur@gov.bc.ca>

Subject: RE: Overdose Awareness Campaign: Social Links

Hi Stephanie,

I wanted to follow-up on the social media monitoring. In addition to the key messages and Q+A documents we supplied yesterday, our team took a read through and circled some examples of key themes in the comments that seem to be emerging online. We have captured and flagged comments as an example for you on what would be worth responding to on the in the attached documents. We've provided some possible responses as well.

Thank you for the help in monitoring this.

Regards,
Ashley

Ashley Tupper

Sr. Manager, Partnerships and Engagement
Ministry of Mental Health and Addictions
Ph. 250.952.1635 | Cell. 250-508-4374



From: Ferguson, Stephanie GCPE:EX

Sent: January 10, 2019 12:21 PM

To: Tupper, Ashley MMHA:EX <Ashley.Tupper@gov.bc.ca>; Watt, Adrienne GCPE:EX <Adrienne.Watt@gov.bc.ca>; GCPE Digital Services <GCPENEWSRM@Victoria1.gov.bc.ca>

Cc: Berndt, Eric GCPE:EX <Eric.Berndt@gov.bc.ca>; LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca>

Subject: Re: Overdose Awareness Campaign: Social Links

Thanks Ashley, we'll do our best with these documents. When we're provided with the links to the ads, it would be great if we could get these documents at the same time.

If you see comments that you think need a response that we haven't gotten to yet/we weren't sure, please do offer a response to us and we'd be happy to post it. We have to moderate ads and organic posts on all sorts of subject matters so it's sometimes difficult for us to realize where there's a question or comment that provides a hook for us to respond, and what that response might be.

Also we're sometimes reluctant to reply simply because the original commenter often just replies with a rebuttal or reiteration of their original statement and we do try to avoid getting into arguments with people.

Thanks all.

--

Stephanie Ferguson

Digital Communications Officer | Digital Communications
Government Communications and Public Engagement
Province of British Columbia
250-889-3745

From: "Tupper, Ashley MMHA:EX" <Ashley.Tupper@gov.bc.ca>
Date: Thursday, January 10, 2019 at 12:09 PM
To: "Watt, Adrienne GCPE:EX" <Adrienne.Watt@gov.bc.ca>, "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>, GCPE Digital Services <GCPENEWSRM@Victoria1.gov.bc.ca>
Cc: "Berndt, Eric GCPE:EX" <Eric.Berndt@gov.bc.ca>, "LeSueur, Kathryn GCPE:EX" <Kathryn.LeSueur@gov.bc.ca>
Subject: RE: Overdose Awareness Campaign: Social Links

One more attachment here – hopefully this can all be a helpful start for you?

From: Watt, Adrienne GCPE:EX
Sent: January 10, 2019 12:01 PM
To: Ferguson, Stephanie GCPE:EX <Stephanie.Ferguson@gov.bc.ca>; GCPE Digital Services <GCPENEWSRM@Victoria1.gov.bc.ca>
Cc: Berndt, Eric GCPE:EX <Eric.Berndt@gov.bc.ca>; Tupper, Ashley MMHA:EX <Ashley.Tupper@gov.bc.ca>; LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca>
Subject: RE: Overdose Awareness Campaign: Social Links

Are we just deleting comments or are we engaging with people? I know it's tricky to hit every "negative" comment, but as Ashlea mentions, it's important to dispel myths and to correct when it's factually wrong. Just to show we are actually listening. I'm not seeing where we respond, but maybe that's a technical glitch. I believe Ashlea and Eric have lots of key messaging documents they can provide as they'd be the subject matter experts on this.

Thanks all!

Adrienne

From: Ferguson, Stephanie GCPE:EX
Sent: January 10, 2019 11:57 AM
To: Watt, Adrienne GCPE:EX <Adrienne.Watt@gov.bc.ca>; GCPE Digital Services <GCPENEWSRM@Victoria1.gov.bc.ca>
Cc: Berndt, Eric GCPE:EX <Eric.Berndt@gov.bc.ca>; Tupper, Ashley MMHA:EX <Ashley.Tupper@gov.bc.ca>; LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca>
Subject: Re: Overdose Awareness Campaign: Social Links

Hi Adrienne,

Mat and I have been moderating the Facebook and Instagram ads respectively, most recently this morning. Are there some comments in particular that you think need some attention?

If you want us to jump in to comment on behalf of the BC Government, we'll definitely need a QA or some other guiding document.

Stephanie

--

Stephanie Ferguson

Digital Communications Officer | Digital Communications
Government Communications and Public Engagement
Province of British Columbia
250-889-3745

From: "Watt, Adrienne GCPE:EX" <Adrienne.Watt@gov.bc.ca>
Date: Thursday, January 10, 2019 at 11:47 AM
To: GCPE Digital Services <GCPENEWSRM@Victoria1.gov.bc.ca>
Cc: "Berndt, Eric GCPE:EX" <Eric.Berndt@gov.bc.ca>, "Tupper, Ashley MMHA:EX" <Ashley.Tupper@gov.bc.ca>, "LeSueur, Kathryn GCPE:EX" <Kathryn.LeSueur@gov.bc.ca>
Subject: FW: Overdose Awareness Campaign: Social Links

Hi all,

Not sure how we've been treating the sensitive comments that come up on Overdose social ads, but I think these could use a bit of attention/ presence from us....

Hi everyone,

Please find the links below for a new wave of Overdose Awareness social ads featuring well known sports figures in BC. Please note these ad links won't be live until Monday. They will run for a few weeks over the holidays and then into the new year coming in and out of market around key hockey and football events. We will be completely out of market Feb 4 just after the Superbowl on the 3rd.

Let me know if you have any questions. I understand Eric from the shop (cc'd) is around over the holidays if any key message questions come up for moderation.

Thanks,

Adrienne

Facebook

Courageous Conversations

- <https://www.facebook.com/203652059653094/posts/2470070053011272>

Toxic Drug Supply -

<https://www.facebook.com/203652059653094/posts/2471519399533004>

Respond - <https://www.facebook.com/203652059653094/posts/2470070526344558>

Prevent - <https://www.facebook.com/203652059653094/posts/2470070373011240>

Anti-Stigma - <https://www.facebook.com/203652059653094/posts/2470070099677934>

Instagram

Courageous Conversations - <https://www.instagram.com/p/BrlsGHjjlYO/#advertiser>

Toxic Drug Supply - <https://www.instagram.com/p/BrlsHHFjkJV/#advertiser>

Respond - <https://www.instagram.com/p/BrlslcGDjkH/#advertiser>

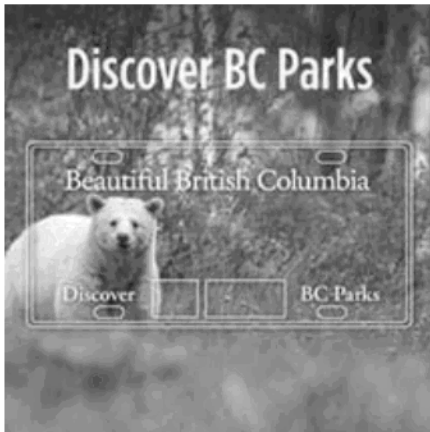
Prevent - <https://www.instagram.com/p/BrlsHT8DFLN/#advertiser>

Anti-Stigma - <https://www.instagram.com/p/BrlsGRhDnSn/#advertiser>

Subject: RE: BC Parks videos on Youtube
Date: Monday, January 14, 2019 at 4:49:28 PM Pacific Standard Time
From: Pringle, Kealey ENV:EX
To: Ferguson, Stephanie GCPE:EX, Roth, Pamela GCPE:EX
Attachments: image004.png, image005.jpg, image006.jpg, image007.jpg

Thank you so very much Stephanie! I really appreciate you taking the time to explain this.
And thank you for adding the tags.

Kealey Pringle, MA
Senior Marketing Officer
BC Parks
250-356-7561



Learn about BC Parks' Licence Plate Program and funded initiatives:
bcparksplates.ca

From: Ferguson, Stephanie GCPE:EX
Sent: Monday, January 14, 2019 4:47 PM
To: Roth, Pamela GCPE:EX
Cc: Pringle, Kealey ENV:EX
Subject: Re: BC Parks videos on Youtube

Hi Kealey,

Thanks for the question, I often get similar questions from program areas.

For the first question, you need to be playing the BC Parks playlist for it to automatically tick over to the next video in the playlist. Otherwise YouTube will choose a video that it thinks you will enjoy based on what you've previously watched and liked. It's different for every user and not really something we can control. (Some reading here if you're interested: <https://blog.hootsuite.com/how-the-youtube-algorithm-works/>)

Similarly, the search results are based on their algorithm, which utilizes a user's preferences and watch history. There's not much we can do about it except maybe add more tags to the videos based on potential search terms. The tags "Province of BC" and "British Columbia" are always automatically added to our

videos, and I've added BC Parks to these particular videos as well. If you have more tags I'm happy to add them.

Hope that helps a bit, even if the answer isn't all that satisfying!

Stephanie

--

Stephanie Ferguson

Digital Communications Officer | Digital Communications
Government Communications and Public Engagement
Province of British Columbia
250-889-3745

From: "Roth, Pamela GCPE:EX" <Pamela.Roth@gov.bc.ca>
Date: Monday, January 14, 2019 at 11:54 AM
To: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>
Cc: "Pringle, Kealey ENV:EX" <Kealey.Pringle@gov.bc.ca>
Subject: FW: BC Parks videos on Youtube

Hi Stephanie,

Can you answer Kealey's question?

Thanks!

From: Pringle, Kealey ENV:EX
Sent: Monday, January 14, 2019 11:52 AM
To: Roth, Pamela GCPE:EX
Subject: BC Parks videos on Youtube

Hello Pamela,

When you have time, can you please ask why our videos don't roll over as part of a playlist?
When I finish watching the conservation video, it switches to something unrelated to BC Parks.
<https://www.youtube.com/watch?v=VtISErz90EU&t=2s>

Same with the first Student Ranger one:
<https://www.youtube.com/watch?v=o3BVsvGL7mE&t=7s>

And when I search BC Parks in YouTube, I get the results below. Why doesn't the circled Playlist come up first?

Home

Trending

Subscriptions

Library

History

Watch later

Liked videos

SCRIPTIONS

Popular on YouTu...

Music

Sports

Gaming

E FROM YOUTUBE

YouTube Premium

FILTER



BC Parks Student

ProvinceofBC • 402 views

The BC Parks Student Ra
young adults hands-on ...

CC

1:35



Stanley Park | Van

Tom Hall • 58K views • 2

Join for a walk in the fam

18:16



BC Marine Parks -

ProvinceofBC • 2.2K view

Rugged coastlines, sandy
Columbia. The stunning .

5:24



Conservation Prog

ProvinceofBC • 18 views

The BC Parks Licence Pla
Indigenous relations

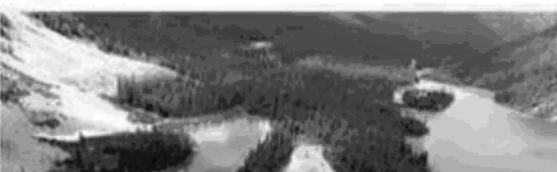
New 4K

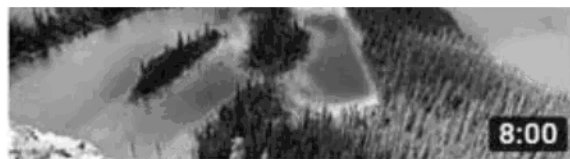
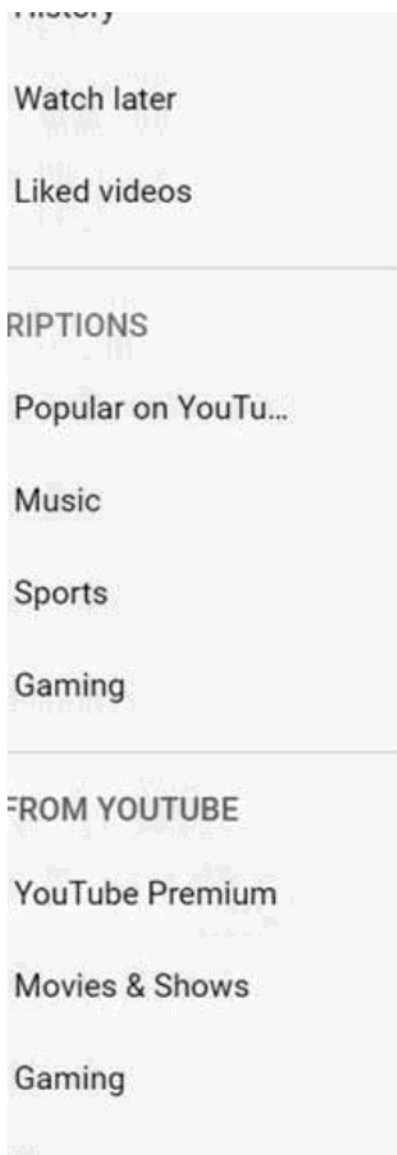


1:38

Beautiful Places Columbia, Cana

Beautiful Places To Se

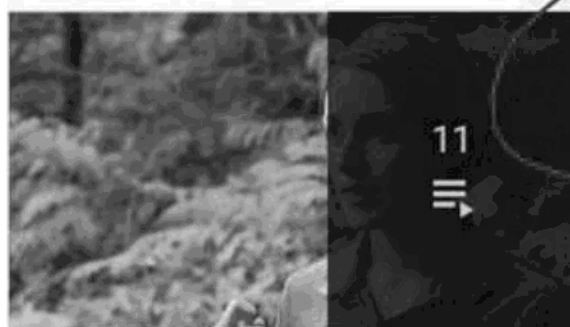




Beautiful Places To See
subscribed: ...



Garibaldi Province
ProvinceofBC • 9.4K vi
In celebration of 100 y
their Garibaldi Province



BC Parks
ProvinceofBC
Student Ranger Program
Conservation Program
VIEW FULL PLAYLIST



Student Rangers
Tiana Marinella • 109
North Vancouver, Canada

Kealey Pringle, MA
Senior Marketing Officer
BC Parks
250-356-7561



Learn about BC Parks' licence plate program and funded initiatives:
bcparksplates.ca

Subject: Re: Digital Plan for QE
Date: Wednesday, January 23, 2019 at 2:50:43 PM Pacific Standard Time
From: Ferguson, Stephanie GCPE:EX
To: Emerson, Kim GCPE:EX
Attachments: 2019-01-23_Social Media Communications Plan_QE.docx

Hi Kim,

Yes, please see the plan attached. s.22 . so would next week sometime work instead?

Just a couple notes:

- The webpage blackout is not something digital can do. You may want to talk to Gillian Ruemke-Douglas in GDX.
- We can make sliders now, in advance, if you can provide photos for us to use? It might be preferable to match whatever image is being used on the protocol homepage, if possible.
- There are some places in your plan where it says for BC Gov to retweet the Premier – is that protocol, or just a suggestion? In most cases we would make separate content for the BC Gov channels. That's more in line with how we typically run our channels, and in the case of our newsroom sliders it's actually required.

Let me know if you have any questions!

--

Stephanie Ferguson

Digital Communications Officer | Digital Communications
Government Communications and Public Engagement
Province of British Columbia
250-889-3745

From: "Emerson, Kim GCPE:EX" <Kim.Emerson@gov.bc.ca>
Date: Wednesday, January 23, 2019 at 2:38 PM
To: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>
Subject: RE: Digital Plan for QE

Hello Stephanie

Do you have time on Friday morning to come to our offices. Also in advance of that, can you send us your digital-specific plan so we can go through it.

Thank you,
Kim

From: Ferguson, Stephanie GCPE:EX
Sent: January 22, 2019 4:40 PM
To: Emerson, Kim GCPE:EX <Kim.Emerson@gov.bc.ca>
Subject: Digital Plan for QE

Hi Kim,

I've reviewed the plan you gave me prior to the holidays, and have just a few notes to discuss, to make sure that Digital is not assigned something we're not capable of handling and would be better assigned to another department, and that we have what we need to be prepared to execute our parts of the plan.

I've also created a digital-specific plan that will be easier for our department to follow. I have everything ready (I think) except draft content itself, but those blanks can be filled in relatively quickly I think.

Would you be available for another in-person check in to review everything and make sure it's on-track?

Stephanie

--

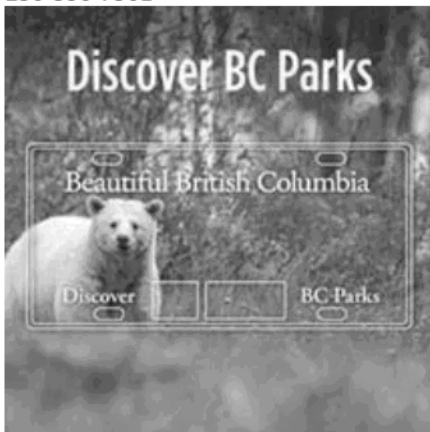
Stephanie Ferguson

Digital Communications Officer | Digital Communications
Government Communications and Public Engagement
Province of British Columbia
250-889-3745

Subject: RE: BC Parks Conservation Video
Date: Thursday, January 31, 2019 at 1:31:53 PM Pacific Standard Time
From: Pringle, Kealey ENV:EX
To: Ferguson, Stephanie GCPE:EX, Roth, Pamela GCPE:EX
CC: Kelch, Kyla GCPE:EX, Mages, Wendy ENV:EX
Attachments: image004.png, image005.png, image006.png, image007.png

Thank you Stephanie!

Kealey Pringle, MA
Senior Marketing Officer
BC Parks
250-356-7561



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From: Ferguson, Stephanie GCPE:EX
Sent: Thursday, January 31, 2019 1:08 PM
To: Pringle, Kealey ENV:EX; Roth, Pamela GCPE:EX
Cc: Kelch, Kyla GCPE:EX; Mages, Wendy ENV:EX
Subject: Re: BC Parks Conservation Video

Okay! Get in touch whenever you'd like us to move forward with it.

--

Stephanie Ferguson
Digital Communications Officer | Digital Communications
Government Communications and Public Engagement
Province of British Columbia
250-889-3745

From: "Pringle, Kealey ENV:EX" <Kealey.Pringle@gov.bc.ca>
Date: Thursday, January 31, 2019 at 1:05 PM
To: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>, "Roth, Pamela GCPE:EX"

<Pamela.Roth@gov.bc.ca>

Cc: "Kelch, Kyla GCPE:EX" <Kyla.Kelch@gov.bc.ca>, "Magnes, Wendy ENV:EX"

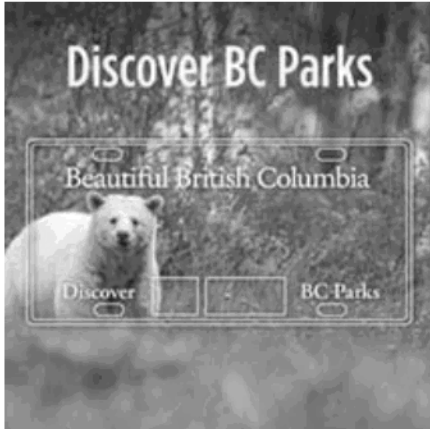
<Wendy.Magnes@gov.bc.ca>

Subject: RE: BC Parks Conservation Video

Please do not post at all.

Thank you Stephanie.

Kealey Pringle, MA
Senior Marketing Officer
BC Parks
250-356-7561



Learn about BC Parks' Licence Plate Program and funded initiatives:

bcparksplates.ca

From: Ferguson, Stephanie GCPE:EX

Sent: Thursday, January 31, 2019 1:00 PM

To: Pringle, Kealey ENV:EX; Roth, Pamela GCPE:EX

Cc: Kelch, Kyla GCPE:EX; Magnes, Wendy ENV:EX

Subject: Re: BC Parks Conservation Video

No problem, we can delay the boosting. Is it ok if we still post organically today? It's no problem to re-post the same video in the future and boost it at that point.

--

Stephanie Ferguson

Digital Communications Officer | Digital Communications
Government Communications and Public Engagement
Province of British Columbia
250-889-3745

From: "Pringle, Kealey ENV:EX" <Kealey.Pringle@gov.bc.ca>

Date: Thursday, January 31, 2019 at 12:56 PM

To: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>, "Roth, Pamela GCPE:EX" <Pamela.Roth@gov.bc.ca>

Cc: "Kelch, Kyla GCPE:EX" <Kyla.Kelch@gov.bc.ca>, "Magnes, Wendy ENV:EX"

<Wendy.Magnes@gov.bc.ca>

Subject: RE: BC Parks Conservation Video

Hello Stephanie,

Thank you so much for your support. I really apologize for this but we've been asked to delay boosting at this time.

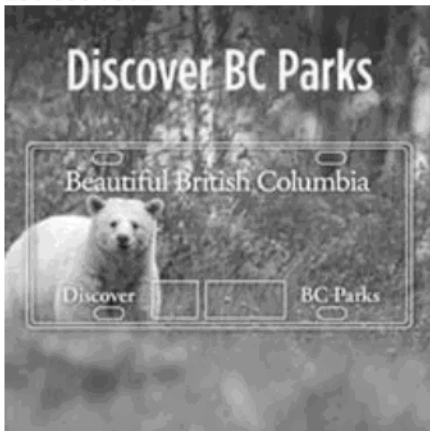
Could you please reschedule for the spring.

Thank you for accommodating this request. We appreciate this.

Please confirm.

Kealey

Kealey Pringle, MA
Senior Marketing Officer
BC Parks
250-356-7561



Learn about BC Parks' Licence Plate Program and funded initiatives:

bcparksplates.ca

From: Ferguson, Stephanie GCPE:EX
Sent: Thursday, January 31, 2019 11:38 AM
To: Pringle, Kealey ENV:EX; Roth, Pamela GCPE:EX
Cc: Kelch, Kyla GCPE:EX
Subject: BC Parks Conservation Video

Hello,

Just letting you know I'll be posting the BC Parks Conservation video you sent back in December to our BC Government social media channels this afternoon at 4pm. The Facebook post will be boosted by Kyla once it's up.

Here's the copy that will go along with each post:

FB

If you have a @YourBCParks licence plate, you're helping to support programs in conservation, Indigenous

relations, community engagement and education in BC Parks - thank you!

Learn more and find out how to get a BC Parks licence plate at www.bcparksplates.ca

TW

If you have a #BCParks licence plate, you're helping to support programs in conservation, Indigenous relations, community engagement and education in BC Parks - thank you!

Learn more and find out how to get a BC Parks licence plate at www.bcparksplates.ca

IG

If you have a #BCParks licence plate, you're helping to support programs in conservation, Indigenous relations, community engagement and education in BC Parks - thank you!

Learn more and find out how to get a BC Parks licence plate at www.bcparksplates.ca

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@yourbcparks #conservation #explorebc #BritishColumbia #BC #ProvinceofBC

Thanks!

Stephanie

--

Stephanie Ferguson

Digital Communications Officer | Digital Communications
Government Communications and Public Engagement
Province of British Columbia
250-889-3745

Subject: Re: Child Care Posts for BC Gov Social

Date: Thursday, January 31, 2019 at 3:50:04 PM Pacific Standard Time

From: Ferguson, Stephanie GCPE:EX

To: Wright, Brendan GCPE:EX

Super! The copy for the tweet is a tad long with that change so I'm switching "throughout the province" to "throughout BC" like so:

TW

We're working to make child care more affordable. Under the Child Care Fee Reduction Initiative, more than 52,000 spaces have been approved for a fee reduction, and more than 38,000 children throughout BC have been approved for the Affordable Child Care Benefit. #childcarebc

That should be it! Thanks for the help.

--

Stephanie Ferguson

Digital Communications Officer | Digital Communications
Government Communications and Public Engagement
Province of British Columbia
250-889-3745

From: "Wright, Brendan GCPE:EX" <Brendan.Wright@gov.bc.ca>

Date: Thursday, January 31, 2019 at 3:42 PM

To: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>

Subject: RE: Child Care Posts for BC Gov Social

Apologies Stephanie, I missed that one. The 'approved for fee reductions' is the best to use. There are more than 52,000 spaces eligible, but not all are approved 😊

Brendan

From: Ferguson, Stephanie GCPE:EX

Sent: January 31, 2019 3:14 PM

To: Wright, Brendan GCPE:EX <Brendan.Wright@gov.bc.ca>

Subject: Re: Child Care Posts for BC Gov Social

Perfect Brendan, thanks!

In the case of this stat in my copy:

"more than 52,000 spaces are eligible for a fee reduction"

And in the video:

"52,000 child care spaces have been approved for a fee reduction, and more are on the way"

Which is more accurate/better wording?

--

Stephanie Ferguson

Digital Communications Officer | Digital Communications
Government Communications and Public Engagement
Province of British Columbia
250-889-3745

From: "Wright, Brendan GCPE:EX" <Brendan.Wright@gov.bc.ca>

Date: Thursday, January 31, 2019 at 2:49 PM

To: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>

Cc: "Johnston, Karen GCPE:EX" <Karen.V.Johnston@gov.bc.ca>, Karl Hardin <Karl.Hardin@gov.bc.ca>, "Finn, Heather GCPE:EX" <Heather.Finn@gov.bc.ca>

Subject: RE: Child Care Posts for BC Gov Social

Hi Stephanie, I've updated the numbers for you where possible. Note that we usually get updates on these on a weekly basis so we may have new numbers by the 7th/11th – feel free to check back if you'd like another update.

Thank you,

Brendan

From: Ferguson, Stephanie GCPE:EX

Sent: January 31, 2019 12:47 PM

To: Lauvaas, Kirsten GCPE:EX <Kirsten.Lauvaas@gov.bc.ca>; Johnston, Karen GCPE:EX <Karen.V.Johnston@gov.bc.ca>

Cc: Finn, Heather GCPE:EX <Heather.Finn@gov.bc.ca>; Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca>

Subject: Child Care Posts for BC Gov Social

Hi there,

Please see attached a series of posts we have planned for BC Gov's Facebook, Twitter and Instagram channels in the upcoming two weeks, beginning tomorrow. Each post features animation/video content that we have already posted before, with post copy that draws from key metrics that were put together at the end of 2018.

Note that two of the videos are not planned for Instagram because they exceed one minute in length, but I can post a photo from one of our many child care events with the same copy.

If you see any issues or have any questions please let me know.

Thanks,
Stephanie

--

Stephanie Ferguson

Digital Communications Officer | Digital Communications
Government Communications and Public Engagement

