

Subject: Re: FYI: updated Child Opportunity Benefit webpage
Date: Friday, March 1, 2019 at 2:45:09 PM Pacific Standard Time
From: Ferguson, Stephanie GCPE:EX
To: Peters, Melissa GCPE:EX
CC: Youngs, Kirsten R GCPE:EX

That's excellent Melissa, very helpful thanks!

Stephanie

On Mar 1, 2019, at 1:55 PM, Peters, Melissa GCPE:EX <Melissa.Peters@gov.bc.ca> wrote:

Stephanie,

Heads up that our ministry updated the BC Child Opportunity Benefit page with a table to make it clear how much a family at each income level and number of children will receive, if there are more comments on this subject.

Link: <https://www2.gov.bc.ca/gov/content/family-social-supports/caring-for-young-children/bc-early-childhood-tax-benefit/child-opportunity-benefit>

Thank you,

Melissa Peters
Senior Public Affairs Officer
Ministry of Finance
Desk: 250 356-5698
Cell: 250-213-1634
melissa.peters@gov.bc.ca

Subject: FW: social media web page
Date: Friday, March 1, 2019 at 9:46:17 AM Pacific Standard Time
From: Hardin, Karl GCPE:EX
To: GCPE Digital Services
Attachments: image001.jpg

Hey folks,

Let's figure out what to do with this.

--

Karl Hardin

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

From: "LeGuilloux, Marg GCPE:EX" <Marg.LeGuilloux@gov.bc.ca>
Date: Thursday, February 28, 2019 at 3:24 PM
To: "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>, "Hanuman, Heron GCPE:EX" <Heron.Hanuman@gov.bc.ca>
Subject: social media web page

Hey Karl and Heron – poking around for something else and came across this – so many of these oldies are lurking around out there – just flagging (this one specific to social media) for your future consideration...

<http://www.gcpe.gov.bc.ca/social-media.html>



Marg LeGuilloux

Executive Director, Communications
Social Ministries

Government Communications and Public Engagement
Government of British Columbia
Cell: 778-584-1259
Office: 778-698-8926
marg.leguilloux@gov.bc.ca

Subject: Running a BC Gov social media post past you
Date: Monday, March 4, 2019 at 2:09:13 PM Pacific Standard Time
From: Ferguson, Stephanie GCPE:EX
To: Kropp, Roxanne GCPE:EX
Attachments: Screen Shot 2019-03-04 at 2.03.38 PM.png

Hello Roxanne,

I work on GCPE's digital team and have prepared a Facebook/Instagram post for the BC Government's channels featuring a guest speaker from last week's caregiver rate increase announcement. It follows our typical "Humans of BC" style posts, with a profile photo and a person's story in their own words, with a little bit of context as to who they are. Here's a recent [example](#).

I used excerpts from Selena Martin's speech from the podium and a photo that our photographer snapped of her following the event and the post is now ready to go. I was just wondering if you had Selena's contact information so I could give her a heads-up that this is coming out and just double-check that it's ok with her?

I've attached a screenshot of what the post would look like – this is just a draft.

Thanks!
Stephanie

--

Stephanie Ferguson

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

Subject: Re: For MO Approval: Budget BC+ videos for approval
Date: Monday, March 4, 2019 at 11:10:45 AM Pacific Standard Time
From: Hardin, Karl GCPE:EX
To: Ferguson, Stephanie GCPE:EX, Ochudzawa, David GCPE:EX
CC: Hanuman, Heron GCPE:EX, Ward, Allieren GCPE:EX

Sounds good to me.

--

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: Monday, March 4, 2019 at 11:09 AM
To: "Ochudzawa, David GCPE:EX" <David.Ochudzawa@gov.bc.ca>
Cc: "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>, "Hanuman, Heron GCPE:EX" <Heron.Hanuman@gov.bc.ca>, Allieren Ward <Allieren.Ward@gov.bc.ca>
Subject: Re: For MO Approval: Budget BC+ videos for approval

Why don't we just change the copy on that slide to read "have stopped accumulating" instead of "will stop accumulating"

That work?

--

Stephanie Ferguson

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

From: "Ochudzawa, David GCPE:EX" <David.Ochudzawa@gov.bc.ca>
Date: Monday, March 4, 2019 at 11:02 AM
To: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>
Cc: Karl Hardin <Karl.Hardin@gov.bc.ca>, "Hanuman, Heron GCPE:EX" <Heron.Hanuman@gov.bc.ca>, "Ward, Allieren GCPE:EX" <Allieren.Ward@gov.bc.ca>
Subject: FW: For MO Approval: Budget BC+ videos for approval

Hi Stephanie,

We need new copy to replace the request in Red below.

Thank you.

David Ochudzawa

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

From: "Ward, Allieren GCPE:EX" <Allieren.Ward@gov.bc.ca>
Date: Monday, March 4, 2019 at 10:35 AM
To: "Ochudzawa, David GCPE:EX" <David.Ochudzawa@gov.bc.ca>
Subject: FW: For MO Approval: Budget BC+ videos for approval

From: "Youngs, Kirsten R GCPE:EX" <Kirsten.Youngs@gov.bc.ca>
Date: Monday, March 4, 2019 at 10:33 AM
To: Allieren Ward <Allieren.Ward@gov.bc.ca>
Subject: FW: For MO Approval: Budget BC+ videos for approval

Hi Allieren, I think you had already noted in the Student Loan slide, flagging the MO catch below. Once that is changed, the video is G2G!

Kirsten Youngs | Communications Manager
Ministry of Finance - Government Communications and Public Engagement
T: (250) 356-0543 | C: (250) 858-0555

From: Gillezeau, Rob FIN:EX
Sent: March 2, 2019 7:41 PM
To: Youngs, Kirsten R GCPE:EX <Kirsten.Youngs@gov.bc.ca>; Spilker, Robyn FIN:EX <Robyn.Spilker@gov.bc.ca>
Cc: Robb, Katie GCPE:EX <Katie.Robb@gov.bc.ca>; Henry, Molly FIN:EX <Molly.Henry@gov.bc.ca>
Subject: RE: For MO Approval: Budget BC+ videos for approval

Noted that one as well. Only other catch is that we use the same image in video 1 to represent a high school graduate and in video 2 to represent a university graduate. Otherwise, all good from my end.

Rob Gillezeau
Senior Ministerial Assistant
Minister of Finance and Deputy Premier
250-413-7048

From: Youngs, Kirsten R GCPE:EX
Sent: March 1, 2019 3:27 PM
To: Gillezeau, Rob FIN:EX <Rob.Gillezeau@gov.bc.ca>; Spilker, Robyn FIN:EX <Robyn.Spilker@gov.bc.ca>
Cc: Robb, Katie GCPE:EX <Katie.Robb@gov.bc.ca>; Henry, Molly FIN:EX <Molly.Henry@gov.bc.ca>
Subject: For MO Approval: Budget BC+ videos for approval

Hi all, with the exception of a small change to the Student Loan slide 3 (at 10secs should remove "will stop accumulating" because the date has passed), how do these look?

<https://spaces.hightail.com/receive/APVgUUZdYj/QWxsaWVyZW4uV2FyZEBnb3YuYmMuY2E=>

Kirsten Youngs | Communications Manager
Ministry of Finance - Government Communications and Public Engagement
T: (250) 356-0543 | C: (250) 858-0555

Subject: Re: Facebook comment - responses
Date: Wednesday, March 6, 2019 at 10:54:18 AM Pacific Standard Time
From: Ferguson, Stephanie GCPE:EX
To: Grieve, Chandler GCPE:EX
CC: Ward, Allieren GCPE:EX

Awesome, thanks for the quick turn around!

From: "Grieve, Chandler GCPE:EX" <Chandler.Grieve@gov.bc.ca>
Date: Wednesday, March 6, 2019 at 10:53 AM
To: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>
Cc: "Ward, Allieren GCPE:EX" <Allieren.Ward@gov.bc.ca>
Subject: Re: Facebook comment - responses

Looks good to me. Thanks!

From: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>
Date: Wednesday, March 6, 2019 at 10:52 AM
To: "Grieve, Chandler GCPE:EX" <Chandler.Grieve@gov.bc.ca>
Cc: "Ward, Allieren GCPE:EX" <Allieren.Ward@gov.bc.ca>
Subject: Re: Facebook comment - responses

Thanks for this Chandler, I've posted the other two responses already.

I've modified the greyhound one so it's more digestible and with more context. Unless you have objections I'll post it ASAP:

The Ministry of Transportation and Infrastructure moved swiftly when Greyhound announced its departure by fast-tracking applications from companies interested in providing service on abandoned routes. This has resulted in 83% coverage, thanks to private operators throughout the province. Filling the remainder of Greyhound's routes is a top priority for this government and we continue to look at all options available to fill the gap left by Greyhound.

In November, the ministry put out a request for expressions of interest (RFEI) from interested parties to provide intercity bus transportation for route segments in BC that remain unfilled. The purpose was to gauge interest from all areas on the delivery of ground transportation services – such as the private sector, non-profit societies, community agencies, local governments, and Indigenous communities. The RFEI closed on January 15 and the ministry is reviewing the expressions of interest received.

--

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, March 6, 2019 at 9:51 AM
To: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>
Cc: "Ward, Allieren GCPE:EX" <Allieren.Ward@gov.bc.ca>
Subject: Re: Facebook comment - responses

Re: Greyhound –

The ministry understands the need for people to have access to safe, affordable and reliable long-distance ground transportation options. Intercity bus service is crucial for people to travel for work, to access health or social services, or to visit loved ones.

The ministry continues to encourage private operators that are interested in applying for service to apply to the Passenger Transportation Board.

Filling the remainder of Greyhound's routes is a top priority for this government and we continue to look at all options available to fill the gap left by Greyhound.

The ministry continues to participate in the interprovincial working group with the federal government and other provinces and territories that is working to address the impact of discontinued intercity bus services and develop solutions.

In November, the ministry put out a request for expressions of interest (RFEI) from interested parties to provide intercity bus transportation for route segments in B.C. that remain unfilled. The purpose was to gauge interest from all areas on the delivery of ground transportation services – such as the private sector, non-profit societies, community agencies, local governments, and Indigenous communities.

The RFEI closed on January 15 and the ministry is reviewing the expressions of interest received, and will then determine next steps.

From: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>
Date: Wednesday, March 6, 2019 at 9:18 AM
To: "Grieve, Chandler GCPE:EX" <Chandler.Grieve@gov.bc.ca>
Cc: "Ward, Allieren GCPE:EX" <Allieren.Ward@gov.bc.ca>
Subject: Facebook comment - responses

Hey Chandler,

I have a Facebook comment on the ferries post but it relates to covering Greyhound bus service – could you or someone else in your shop have a look and compose a quick response?

There's also a couple of other ones relating to specific ferry routes, if you have an answer for those as well, but if not don't worry about it.

Thanks,
Stephanie

--

Stephanie Ferguson
Digital Communications Officer | Digital Communications

Page 10 to/à Page 11

Withheld pursuant to/removed as

s.22

Subject: FW: Doc on how to use the FB metadata in CMS Lite
Date: Wednesday, March 6, 2019 at 2:34:54 PM Pacific Standard Time
From: Hanuman, Heron GCPE:EX
To: GCPE Digital Services
CC: Franchuk, Ryan GCPE:EX, Cusack, David EDUC:EX
Attachments: Tagging Pages for Facebook Sharing.docx

From: "Shee, William GCPE:EX" <William.Shee@gov.bc.ca>
Date: Wednesday, August 29, 2018 at 2:18 PM
To: "Hanuman, Heron GCPE:EX" <Heron.Hanuman@gov.bc.ca>
Cc: Karl Hardin <Karl.Hardin@gov.bc.ca>
Subject: Doc on how to use the FB metadata in CMS Lite

Hi Heron

Thanks for meeting with me this morning.

Using these tags should be relatively straight forward and hopefully the attached doc helps your content managers. For now, if you run into issues, please let me know.

Additionally, I've created a tag collection for Twitter too. Not sure if you'd like to try that one out too but the tag collection for that is called "TwitterCard".

Cheers!
Wil

Subject: Re: Home Share Provider Social Media Post
Date: Wednesday, March 6, 2019 at 9:09:42 AM Pacific Standard Time
From: Ferguson, Stephanie GCPE:EX
To: Kropp, Roxanne GCPE:EX

Hi Roxanne,

Here are the links to the post about Selena:

<https://www.facebook.com/BCProvincialGovernment/photos/a.258924264125873/2585334301484846>
<https://www.instagram.com/p/BupZa0AhsK3/>

Thanks again for your help!

Stephanie

--

Stephanie Ferguson

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

From: "Kropp, Roxanne GCPE:EX" <Roxanne.Kropp@gov.bc.ca>
Date: Tuesday, March 5, 2019 at 10:28 AM
To: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>
Subject: RE: Home Share Provider Social Media Post

Sounds great! Thanks, Stephanie.

Roxanne Kropp
Public Affairs Officer
Government Communications & Public Engagement
Ministry of Social Development and Poverty Reduction
250-889-9742

From: Ferguson, Stephanie GCPE:EX
Sent: March 5, 2019 10:27 AM
To: Kropp, Roxanne GCPE:EX <Roxanne.Kropp@gov.bc.ca>
Subject: Re: Home Share Provider Social Media Post

Excellent, thanks so much for helping with this Roxanne! I plan to post this on FB at 7pm and on Instagram by EOD, I'll send some links tomorrow for you to share with Selena.

--

Stephanie Ferguson

Digital Communications Officer | Digital Communications
Government Communications and Public Engagement

From: "Kropp, Roxanne GCPE:EX" <Roxanne.Kropp@gov.bc.ca>
Date: Tuesday, March 5, 2019 at 8:46 AM
To: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>
Subject: FW: Home Share Provider Social Media Post

Hi Stephanie,

Great post! Selena Martin has confirmed that she's okay with you sharing it. Let me know if there's anything else you need from me.

Thanks,

Roxanne Kropp
Public Affairs Officer
Government Communications & Public Engagement
Ministry of Social Development and Poverty Reduction
250-889-9742

From: BC Home Share Providers Association <bchomeshareproviders@gmail.com>
Sent: March 4, 2019 9:15 PM
To: Kropp, Roxanne GCPE:EX <Roxanne.Kropp@gov.bc.ca>
Subject: Re: Home Share Provider Social Media Post

Hi Roxanne

Yes it is ok to Share it. Thanks for asking.

Selena

On Mon, Mar 4, 2019 at 3:18 PM Kropp, Roxanne GCPE:EX <Roxanne.Kropp@gov.bc.ca> wrote:

Hi Selena,

I hope you had a great weekend!

I've cc'ed Stephanie, who is a part of our digital team. She has pulled together a Facebook/Instagram post based on your speech on Thursday. We would love to share it on our BC Gov social media channels, but we wanted to check with you first. You can find the draft post screenshot attached — let me know if you have

any questions or concerns about it, and if it's okay if we share it?

Thanks,

Roxanne Kropp
Public Affairs Officer
Government Communications & Public Engagement
Ministry of Social Development and Poverty Reduction
250-889-9742

Subject: GCPE Translation Instructions

Date: Friday, March 8, 2019 at 10:16:22 AM Pacific Standard Time

From: Zadavec, Don GCPE:EX

To: GCPE Comm Directors, Boelens, Robert GCPE:EX, Bowness, Lianne GCPE:EX, Cascaden, Lori R GCPE:EX, Cotton, Brian GCPE:EX, Croft, Robyn J GCPE:EX, D'Souza, Pamela GCPE:EX, Duffus, Robert GCPE:EX, Fernandes, Jennifer GCPE:EX, Giles, Alison GCPE:EX, Jack, Carolyn GCPE:EX, Larabee, Shawn G GCPE:EX, Lauvaas, Kirsten GCPE:EX, Leslie, Sean GCPE:EX, Lowther, Brett GCPE:EX, McNeney, Mike GCPE:EX, Sitter, Donna GCPE:EX, Stewart, Courtney GCPE:EX, Stewart, Janet GCPE:EX, Thistle-Walker, Carlene GCPE:EX, Turner, Jordan GCPE:EX, Venn, Tania GCPE:EX, Watson, Jason GCPE:EX, Wey, Melody GCPE:EX, Whittier, Joanne GCPE:EX, Wormald, Carla GCPE:EX, Youngs, Kirsten R GCPE:EX, Dalzell, Danielle GCPE:EX, Emerson, Kim GCPE:EX, Ferguson, Stephanie GCPE:EX, Hanuman, Heron GCPE:EX, Hardin, Karl GCPE:EX, Hargreaves, Stephen GCPE:EX, Ochudzawa, David GCPE:EX, Smith, Mat GCPE:EX, Thind, Herman GCPE:EX, Ward, Allieren GCPE:EX, Wilson, Ashlea GCPE:EX, Zuzalek, Karolinka GCPE:EX

CC: Gibbs, Robb GCPE:EX, Byers, Lindsay GCPE:EX, Joshi, Shruti GCPE:EX, Truong, Lele GCPE:EX, Hooper, Tyler GCPE:EX, LeGuilloux, Marg GCPE:EX, Zaharia, Sarah GCPE:EX, Ryckman, Scott GCPE:EX, Kerr, Grant GCPE:EX

Attachments: image001.jpg

GCPE Translation Instructions

Further to last month's email on translation, I am sending an update regarding how the process is working.

While we now have a more systematic structure in place, leading to more timely and relevant translation of materials, there are areas where further refinement is required.

Timelines:

- Communications shops need to provide timeline information or a deadline (if applicable) to translators.
- Whenever possible, at least one day's notice on requests to review translated materials is required. There are exceptions in terms of unexpected events and/or media announcements.

Edits:

- Communications shops are asked to avoid asking for multiple changes to releases, especially with limited or minimal notice as this slows down the process with little value added, while adding to the time and cost.

Translation & Distribution:

- There is now a field for translation(s) in the Corporate Calendar. Please be sure to update this in your calendar entry.

Release ?

Origin:

Distribution:

Translations Required:

Themes:

- Connect with Lele Truong or Shruti Joshi to seek their advice on whether materials need to be translated and which translators to use.
- Requests should be made to Lele and/or Shruti regarding distribution to community specific media outlets. They have an op-ed distribution scheduled every Thursday/Friday. If they know ahead of time, they can schedule the distribution accordingly.
- Generally, the translators we are using do not have high res BC government logos/artwork, therefore, they are unable to set the release in the required format. Please speak to Lindsay Byers in advance if you require this to be done.
- Translated releases do not need a release number.
- Please note that Scott Ryckman's team will only translate content related to media monitoring. They do not have the capacity or the resources to provide additional translation services for news releases, op-eds or website content.

Any questions, please feel free to contact Lindsay or myself.

Regards,

Don Zadravec
Executive Lead
GCPE
778-584-1252

Subject: Re: Instagram Hashtags to monitor
Date: Friday, March 8, 2019 at 9:31:48 AM Pacific Standard Time
From: Hardin, Karl GCPE:EX
To: Smith, Mat GCPE:EX, Ferguson, Stephanie GCPE:EX

Ah, IG (missed that). OK, that makes more sense. Thanks!

--

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

From: "Smith, Mat GCPE:EX" <Mat.Smith@gov.bc.ca>
Date: Friday, March 8, 2019 at 9:31 AM
To: "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>, "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>
Subject: Re: Instagram Hashtags to monitor

No additional ones from me. I put this initial list together and found it tough to find relevant BC-centric IG hashtags as the majority of discussion seems to take place on Twitter/FB.

Mat Smith
250-896-9705

From: Karl Hardin <Karl.Hardin@gov.bc.ca>
Date: Friday, March 8, 2019 at 9:26 AM
To: "Smith, Mat GCPE:EX" <Mat.Smith@gov.bc.ca>, Stephanie Ferguson <Stephanie.Ferguson@gov.bc.ca>
Subject: FW: Instagram Hashtags to monitor

Any additional hashtags to add for listening reports?

--

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

From: "Hanuman, Heron GCPE:EX" <Heron.Hanuman@gov.bc.ca>
Date: Friday, March 8, 2019 at 8:45 AM
To: "XT:Leeson, Evan GCPE:IN" <evan@catalystinternet.com>
Cc: "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>
Subject: Instagram Hashtags to monitor

Hi Evan,

Sorry for the delay with this, here are some Instagram hashtags to consider for monitoring.

Housing

#bchousing
#homesinBC
#bcrealestate
#buildingsmart
#modularhomes
#donthave1million
#endhomelessness
#modularhousing
#vanre

Child care

#childcarebc
#10aday

Health care

#bchealth
#islandhealth
#bchealthcare
#bcchildrenshospital

Technology

#bctech
#bctechsummit
#bcinnovation

Education

#bced
#digitalliteracy
#PinkShirtDay
#bceducation
#educationforall

Tourism/Travel

#britishcolumbia
#britishcolumbiacanada
#supernaturalbritishcolumbia
#explorebc
#northernbritishcolumbia
#northernbc
#vancouverisland
#insidevancouver
#vancouverbc
#victoriabc
#beautifulbc
#hellobc
#tourismbc
#travelbc
#beautifulbritishcolumbia
#bcparks

For localized tags/accounts: <https://www.globeguide.ca/best-instagram-hashtags-canada/>

Politics

#bcpoli
#cdnpoli

#bcleg
#bcpolitics
#cleanBC
#bcbudget

Subject: FW: AS DISCUSSED -- updated Fair PharmaCare Brochure, tear sheet and animation script
Date: Monday, March 11, 2019 at 2:50:19 PM Pacific Daylight Time
From: Hardin, Karl GCPE:EX
To: Ferguson, Stephanie GCPE:EX, Ward, Allieren GCPE:EX
Attachments: Animation Storyboard_Dec 5 18.docx, Fair PharmaCare Brochure FINAL TEXT Nov 28.docx, Pharmacy Tear Sheet FINAL TEXT.docx

See the animation storyboard. Let me know your thoughts.

Thanks
k

--

Karl Hardin

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

From: "Thistle-Walker, Carlene GCPE:EX" <Carlene.ThistleWalker@gov.bc.ca>
Date: Monday, December 10, 2018 at 8:58 AM
To: "Gibbs, Robb GCPE:EX" <Robb.Gibbs@gov.bc.ca>, "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>
Cc: "Anderson, Kristy GCPE:EX" <Kristy.Anderson@gov.bc.ca>, "Forbes, Brooke GCPE:EX" <Brooke.Forbes@gov.bc.ca>, "Belanger, Matthew GCPE:EX" <Matthew.Belanger@gov.bc.ca>
Subject: FW: AS DISCUSSED -- updated Fair PharmaCare Brochure, tear sheet and animation script

Now featuring the correct Karl H ...

Carlene Thistle-Walker | Communications Manager
Government Communications & Public Engagement
B.C. Ministry of Health

Tel: 250.952.1644 | Mobile: 250.812.3291 | email: carlene.thistle-walker@gov.bc.ca

From: Thistle-Walker, Carlene GCPE:EX
Sent: December 10, 2018 8:50 AM
To: Gibbs, Robb GCPE:EX <Robb.Gibbs@gov.bc.ca>; Karl Hardt (karl.hardt@interiorhealth.ca) <karl.hardt@interiorhealth.ca>
Cc: Anderson, Kristy GCPE:EX <Kristy.Anderson@gov.bc.ca>; Forbes, Brooke GCPE:EX <Brooke.Forbes@gov.bc.ca>; Belanger, Matthew GCPE:EX (Matthew.Belanger@gov.bc.ca) <Matthew.Belanger@gov.bc.ca>
Subject: RE: AS DISCUSSED -- updated Fair PharmaCare Brochure, tear sheet and animation script

Morning,
Just checking in on these. Did you have any suggested changes/thoughts or are you okay moving forward on these?
Thanks,
Carlene

Carlene Thistle-Walker | Communications Manager
Government Communications & Public Engagement
B.C. Ministry of Health

Tel: 250.952.1644 | Mobile: 250.812.3291 | email: carlene.thistle-walker@gov.bc.ca

From: Thistle-Walker, Carlene GCPE:EX
Sent: November 28, 2018 1:53 PM
To: Gibbs, Robb GCPE:EX <Robb.Gibbs@gov.bc.ca>; Karl Hardt (karl.hardt@interiorhealth.ca) <karl.hardt@interiorhealth.ca>
Cc: Anderson, Kristy GCPE:EX <Kristy.Anderson@gov.bc.ca>; Forbes, Brooke GCPE:EX <Brooke.Forbes@gov.bc.ca>; Belanger, Matthew GCPE:EX (Matthew.Belanger@gov.bc.ca) <Matthew.Belanger@gov.bc.ca>
Subject: AS DISCUSSED -- updated Fair PharmaCare Brochure, tear sheet and animation script

Hi Robb and Karl,
Attached are the reworked brochure, pharmacy tear sheet and script for the Fair PharmaCare implementation as we discussed a while back. We have worked with program to simplify, but please let us know if you have any thoughts/ questions/ feedback/direction on these.

Karl, I believe that Kristy has/ will invite you to a demo of the updated website, which will take place later next week.

Thank you,
Carlene

Carlene Thistle-Walker | Communications Manager
Government Communications & Public Engagement
B.C. Ministry of Health

Tel: 250.952.1644 | Mobile: 250.812.3291 | email: carlene.thistle-walker@gov.bc.ca

Subject: RE: Social for Seniors Announcement Weds
Date: Tuesday, March 12, 2019 at 4:42:18 PM Pacific Daylight Time
From: Thistle-Walker, Carlene GCPE:EX
To: Ferguson, Stephanie GCPE:EX, Anderson, Kristy GCPE:EX

This should be fine. Thanks.

Carlene Thistle-Walker | Communications Manager
Government Communications & Public Engagement
B.C. Ministry of Health

Tel: 250.952.1644 | Mobile: 250.812.3291 | email: carlene.thistle-walker@gov.bc.ca

From: Ferguson, Stephanie GCPE:EX
Sent: March 12, 2019 4:07 PM
To: Anderson, Kristy GCPE:EX <Kristy.Anderson@gov.bc.ca>
Cc: Thistle-Walker, Carlene GCPE:EX <Carlene.ThistleWalker@gov.bc.ca>
Subject: Social for Seniors Announcement Weds

Hi there,

Wondering if we can use this graphic for Wednesday's announcement re: residential care staffing levels in Vancouver Coastal Health? We previously used it for a post focusing on a similar announcement for Fraser Health in January.

I will take basically the first line of your NR when it's available to construct the rest of the post and add the appropriate tags, if this works for you?

Thanks,
Stephanie

--

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

Subject: Re: Primary Care Digital Comms
Date: Tuesday, March 12, 2019 at 2:08:33 PM Pacific Daylight Time
From: Hardin, Karl GCPE:EX
To: Heinze, Laura R HLTH:EX, Anderson, Kristy GCPE:EX, Glover, Hannah HLTH:EX
CC: Ferguson, Stephanie GCPE:EX, Ward, Allieren GCPE:EX, Hanuman, Heron GCPE:EX

No problem, and sounds good.

--

Karl Hardin

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

From: "Heinze, Laura R HLTH:EX" <Laura.Heinze@gov.bc.ca>
Date: Tuesday, March 12, 2019 at 2:02 PM
To: "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>, "Anderson, Kristy GCPE:EX" <Kristy.Anderson@gov.bc.ca>, "Glover, Hannah HLTH:EX" <Hannah.Glover@gov.bc.ca>
Cc: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>, Allieren Ward <Allieren.Ward@gov.bc.ca>, "Hanuman, Heron GCPE:EX" <Heron.Hanuman@gov.bc.ca>
Subject: RE: Primary Care Digital Comms

Thanks so much for this – I'm curious about the HA website one and would love to talk more about that one especially when we meet...

Tx
Laura

From: Hardin, Karl GCPE:EX
Sent: March 12, 2019 12:46 PM
To: Heinze, Laura R HLTH:EX <Laura.Heinze@gov.bc.ca>; Anderson, Kristy GCPE:EX <Kristy.Anderson@gov.bc.ca>; Glover, Hannah HLTH:EX <Hannah.Glover@gov.bc.ca>
Cc: Ferguson, Stephanie GCPE:EX <Stephanie.Ferguson@gov.bc.ca>; Ward, Allieren GCPE:EX <Allieren.Ward@gov.bc.ca>; Hanuman, Heron GCPE:EX <Heron.Hanuman@gov.bc.ca>
Subject: Re: Primary Care Digital Comms

Hi folks,

Attaching two additional documents.

1. An updated project brief when we decided to change direction and focus on profiles of real people
2. A summary of the Health Authority webpages, and what it will take to make a page that is consistent with each individual site, but is centrally managed.

Let me know if you have any questions.

Thanks

k

--

Karl Hardin

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

From: "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>

Date: Monday, March 11, 2019 at 4:41 PM

To: "Heinze, Laura R HLTH:EX" <Laura.Heinze@gov.bc.ca>, "Anderson, Kristy GCPE:EX" <Kristy.Anderson@gov.bc.ca>, "Glover, Hannah HLTH:EX" <Hannah.Glover@gov.bc.ca>

Cc: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>, Allieren Ward <Allieren.Ward@gov.bc.ca>, "Hanuman, Heron GCPE:EX" <Heron.Hanuman@gov.bc.ca>

Subject: Primary Care Digital Comms

Hi Laura, Hannah and Kristy,

Just following up on our chat last week.

I have attached some draft documents (to be taken with a grain of salt, since they are from this last summer)

- A marketing brief, outlining the proposed costs of a video approach I would not recommend any more
- Draft website copy
- A draft website wireframe, that uses placeholder images, and is not reflective of what a final design recommendation would look like

Kristy, let me know if you feel like I've missed anything from that time.

Best
Karl

--

Karl Hardin

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

Subject: RE: Social posts for tall wood building announcement tmmrw
Date: Tuesday, March 12, 2019 at 12:58:32 PM Pacific Daylight Time
From: Leslie, Lisa GCPE:EX
To: Ferguson, Stephanie GCPE:EX, D'Souza, Pamela GCPE:EX
CC: Mills, Esme GCPE:EX

Thank you. These look good.

From: Ferguson, Stephanie GCPE:EX
Sent: March 12, 2019 12:42 PM
To: Leslie, Lisa GCPE:EX <Lisa.Leslie@gov.bc.ca>; D'Souza, Pamela GCPE:EX <Pamela.DSouza@gov.bc.ca>
Cc: Mills, Esme GCPE:EX <Esme.Mills@gov.bc.ca>
Subject: Social posts for tall wood building announcement tmmrw

Hi there,

I've drafted a FB and a TW post for the BC Government social channels for tomorrow, using a photo from the Penticton Lakeside Resort that we took last year. Please let me know if changes are necessary.

I can attach that photo to your NR for tomorrow as well, till we get photos from the actual event.

Thanks,
Stephanie

--

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

Subject: RE: PHOTO request from TRAN Min Office
Date: Tuesday, March 26, 2019 at 1:48:08 PM Pacific Daylight Time
From: Bowness, Lianne GCPE:EX
To: Ferguson, Stephanie GCPE:EX
CC: Hanuman, Heron GCPE:EX, Crebo, David GCPE:EX, Tomana, Sukhi GCPE:EX

Thanks!!

From: Ferguson, Stephanie GCPE:EX
Sent: March 26, 2019 1:23 PM
To: Bowness, Lianne GCPE:EX <Lianne.Bowness@gov.bc.ca>
Cc: Hanuman, Heron GCPE:EX <Heron.Hanuman@gov.bc.ca>; Crebo, David GCPE:EX <David.Crebo@gov.bc.ca>; Tomana, Sukhi GCPE:EX <Sukhi.Tomana@gov.bc.ca>
Subject: Re: PHOTO request from TRAN Min Office

Here you go!

--

Stephanie Ferguson

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

From: "Hanuman, Heron GCPE:EX" <Heron.Hanuman@gov.bc.ca>
Date: Tuesday, March 26, 2019 at 1:18 PM
To: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>
Subject: Re: PHOTO request from TRAN Min Office

Looks good to me.

Approved.

From: Stephanie Ferguson <Stephanie.Ferguson@gov.bc.ca>
Date: Tuesday, March 26, 2019 at 1:17 PM
To: "Hanuman, Heron GCPE:EX" <Heron.Hanuman@gov.bc.ca>
Subject: Re: PHOTO request from TRAN Min Office

Looks like we have lots of iStock credits Heron, let me know if this would be good with you. I've looked in our Flickr for other photos, to no avail.

--

Stephanie Ferguson

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

From: "Bowness, Lianne GCPE:EX" <Lianne.Bowness@gov.bc.ca>
Date: Tuesday, March 26, 2019 at 1:01 PM
To: "Hanuman, Heron GCPE:EX" <Heron.Hanuman@gov.bc.ca>, "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>
Cc: "Crebo, David GCPE:EX" <David.Crebo@gov.bc.ca>, "Tomana, Sukhi GCPE:EX" <Sukhi.Tomana@gov.bc.ca>
Subject: PHOTO request from TRAN Min Office

Hi Heron & Stephanie – we have now posted 2 photos re: active transportation (including that one of the Mom & babe on the bike – thank you! plus a skateboarding pic that Sukhi located)
The Min Office wants to continue to promote active transportation with more tweets/ facebook posts in the coming weeks, and they want more photos.
Specifically – they want to see families/ kids on bikes and want our type of BC trees in the picture – not desert looking backgrounds as it will be obvious it is not BC.
I found this one of a cute family cycling through the forest – can we get the stock photo purchased & sent to us for this purpose? Thank you!!

<https://www.istockphoto.com/ca/photo/family-mountain-biking-on-forest-trail-front-view-close-up-gm518185202-89878953>

Lianne Bowness | Communications Manager
Government Communications and Public Engagement
Ministry of Transportation and Infrastructure
Direct: 250-356-7707
Cell: 250-889-1336

Subject: RE: Optional TogetherBC Post

Date: Thursday, March 28, 2019 at 12:24:58 PM Pacific Daylight Time

From: Togneri, Cassandra GCPE:EX

To: Ferguson, Stephanie GCPE:EX

Those look good to me Stephanie, thank you. MINOR edit to both (just changed "this" to "that" in the sentence "The TogetherBC strategy changes that").

Good to go!
Cassandra

From: Ferguson, Stephanie GCPE:EX

Sent: March 28, 2019 12:17 PM

To: Togneri, Cassandra GCPE:EX <Cassandra.Togneri@gov.bc.ca>

Subject: Optional TogetherBC Post

Hey Cassandra,

Trying to work TogetherBC into our content mix one more time this week. I went off one of the pre-prepared tweets in your Digital Content Plan (not quite sure who prepared it!). Don went out and snapped a cool photo from downtown for me too, to provide a nice visual, it's attached. What do you think? If you prefer the FB or the TW version, I can go with that version on both channels.

FB

Did you know BC was the only province in Canada that did not have a dedicated strategy for long-term poverty reduction? The TogetherBC strategy changes that, with over 80 programs, investments and initiatives aimed at reducing the breadth and depth of poverty in BC. <http://gov.bc.ca/TogetherBC>

TW

Did you know BC was the only province in Canada that did not have a dedicated strategy for long-term poverty reduction?

The #TogetherBC strategy changes that, setting a path to reduce overall poverty in BC by 25% and child poverty by 50% by 2024.

<http://gov.bc.ca/TogetherBC>

Thanks,
Stephanie

--

Stephanie Ferguson

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

Subject: RE: BC Gov social for ferry announcement tomorrow

Date: Thursday, March 28, 2019 at 10:10:39 AM Pacific Daylight Time

From: Lowe, Sonia GCPE:EX

To: Ferguson, Stephanie GCPE:EX, Crebo, David GCPE:EX, Bowness, Lianne GCPE:EX

Looks good to me – thanks Stephanie

From: Ferguson, Stephanie GCPE:EX

Sent: March 28, 2019 9:55 AM

To: Crebo, David GCPE:EX <David.Crebo@gov.bc.ca>; Bowness, Lianne GCPE:EX
<Lianne.Bowness@gov.bc.ca>

Cc: Lowe, Sonia GCPE:EX <Sonia.Lowe@gov.bc.ca>

Subject: Re: BC Gov social for ferry announcement tomorrow

Looping round on this again, if you can let me know this is fine to post on the BC Government channels later today?

Here's my proposed copy, which is basically the first line of your NR, which would be paired with the animation we used 3 weeks ago (which you can see here:

<https://www.facebook.com/BCProvincialGovernment/videos/263268784564110/>).

FB

Starting April 1, 2019, sailings will be restored on the majority of ferry routes that were cut in 2014, making it easier for people in coastal communities to get around.

TW

Starting April 1, 2019, sailings will be restored on the majority of ferry routes that were cut in 2014, making it easier for people in coastal communities to get around. #bcferries @bcferries

Thanks,
Stephanie

--

Stephanie Ferguson

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

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

Date: Wednesday, March 27, 2019 at 10:35 AM

To: "Crebo, David GCPE:EX" <David.Crebo@gov.bc.ca>, "Bowness, Lianne GCPE:EX"
<Lianne.Bowness@gov.bc.ca>

Subject: BC Gov social for ferry announcement tomorrow

Hi there,

I'm looking ahead to tomorrow's post-budget announcement of ferry service increase in relation to content for the BC Government social media channels. We would like to re-post the popular animation that we put

out when the service increase was first announced. I would pair this with post copy that talks about the current announcement (7 of the routes will be reinstated April 1 I believe?) with a link to more information. Would that work on your end? And if you're able to, could you send me a draft of your NR so I could work on the post copy as soon as possible?

Thanks,
Stephanie

--

Stephanie Ferguson

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