

Meeting with posts/ presentation – February 16th

Link to google drive for mock story posts:

https://drive.google.com/drive/folders/1F5iFRU6IG_Rihbcgt4UURsqSf0b3C_ra?usp=sharing

YouTube Banner:



Mock up event posts:

*You mentioned there was a specific contact for the Reframing South Vancouver project so it'd be great for us to get in touch with them as well.

*Did you want the South Side Hub, Reframing South Vancouver, and the general South Vancouver Neighbourhood House to all be marketed on the same social media accounts or were you hoping for them to be separate from each other?

*And because there are multiple projects, are any more of a priority than others to promote?

COOK N' CHAT

d.i.y bibimbap & k-pop

SATURDAY JAN 29TH
VIRTUAL ON ZOOM 11:00 AM - 12:30 PM

you will get:

- 1 bibimbap cooking kit
- 1 bubble tea kit

TO REGISTER, EMAIL JULLIA AT
JULLIA.LONTOK@SOUTHVAN.ORG



ART SAMPLER THURSDAYS:

scratch art 101

THURSDAY FEB 10TH
5:00-6:00 PM

IN-PERSON OR VIRTUAL

you will get:

- 1 scratch art kit and canvas
- 1 bubble tea kit

FREE FOR PERMANENT RESIDENTS &
REFUGEES AGES 17-29

TO REGISTER, EMAIL JULLIA AT
JULLIA.LONTOK@SOUTHVAN.ORG



-Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17 Post Instagram introductory post	18	19 Facebook Southside Hub post	20
21 Salmonberry Post → Instagram, Facebook, Linkedin	22	23	24 Sneak peek of Salmonberry Posts → Instagram, Facebook and Linkedin	25	26 Story post of video → Instagram and Facebook	27
28	29	30	31	1 Post Video tour of Southside Hub (And Salmonberry?)	2	3

Proposed Content – dates

Content Schedule: Rough estimates

*with statement highlighted in green	Questions asked to Danvic
! with statement highlighted in pink	Requests for changes from Danvic

All Instagram Posts for given time period (March 17th) :

Post 1-First post back: Can either be together or 2 separate posts



Caption: We're excited to start posting again on Instagram! Stay tuned for more updates about the South Vancouver Neighborhood house and its events! #svnh

Post 2- Salmonberry Introduction: 3 slides together in 1 post

**Salmonberry
Childcare**



Let's take a quick look at
the new Salmonberry
Childcare at the new
Southside Hub

Location:
Brand new facilities at the New
Southside Hub building
at 8118 Fraser St Vancouver

Ages:
Toddler Childcare: 18 months to 3
years old
3 to 5 Program: 3 to 5 years old

Fees:
Registration Fee
(Non-refundable)
Annual Family Membership Fee
(Non-refundable)

Contact:
salmonberry@southvan.org

Visit our website:
<https://www.southvan.org/>



QR link to register!

Caption: Exciting news! The brand new Salmonberry Childcare Centre is now open in a beautiful, brand new state of the art facility! For more information visit our website <https://www.southvan.org/> and stay tuned to our social media channels for sneak peeks and tours of the space! #svnh #SalmonberryChildcare

*Is address right? Multiple different addresses given over time period

*Are there any affiliate partners/ supporters that need to have representation on the posts?

*Are there any promotional photos not on the infographic you sent?

Post 3- Highlights of Salmonberry: trying to highlight the facilities – put together



Caption: Take a look at our new facilities! Brand new and beautiful, it's a great place enroll your children! Learn more about Salmonberry childcare at the South Vancouver Neighborhood House website! #svnh #SalmonberryChildcare

*Note: Would we be able to get some outdoor shots of the Centre?

Facebook:

Post 1- Intro of Southside Hub



The Southside Hub

Do you know about SVNH's new building yet?

Located at
8118 Fraser
St



A new space for our community to use is finally open! We're so excited to use it!

Caption: Surprise we're expanding! We have a brand new space for our South Vancouver Neighborhood House members to use and we couldn't be more happy! Some of our programs will be moving there in the near future so check our social media channels for updates! #svnh

Post 2- Intro of Salmonberry:



Caption: We're happy to announce that the new Salmonberry childcare centre located at the new Southside hub is now open! With a beautiful new indoor and outdoor space, we're happy to offer the program to our community! For more information please visit our website <https://www.southvan.org/> or even scan the QR code to register! #svnh #SalmonberryChildcare

Post 3 - Highlights of Salmonberry:



Caption: We're excited to give you a sneak peek of the Salmonberry facilities! Take a look at our beautiful interior classrooms! #svnh #SalmonberryChildcare

All Posts for Linked in within given time period:

Post 1- Intro to Salmonberry:

Salmonberry Childcare



New
Salmonberry
childcare
centre!



See below
for more
information



The new Salmonberry Childcare Centre is now open! It features a brand new facility with great indoor and outdoor spaces. With different programs available servicing ages from 18 months old to 5 years old

there are options for everyone! For more information visit our website at <https://www.southvan.org/>.
#svnh #SalmonberryChildcare

Post 2 – sneak peek:



SNEAK PEAK OF SALMONBERRY!

LET'S TAKE A LOOK AT
WHAT SALMONBERRY
HAS TO OFFER!



Caption: The South Vancouver Neighborhood House is excited to show you our new facilities at the Salmonberry Childcare Centre! From fun caterpillars to the beautiful calming interior we're sure your children will love it! Visit our website for registration information! #svnh #SalmonberryChildcare

^typo to be fixed

Notes for meeting on March 26th

- if photos of kids needed use stock images → receiving promotional photos at later date (same day email)
- create an Instagram for salmonberry (Just focus on this platform)
- April advocacy post → earth day and diversity month (facebook post) one for each which Danvic will post himself after class deadline.
- video → don't worry about it due to scheduling and other issues
- regardless I will send him all content that I created

General Requests from Danvic:

- myriad pro font → maintain salmonberry logo/ branding
 - different address for salmonberry Instagram post → Chester
 - Margin needed for Instagram - -0.25 – pictures ok to bleed
 - need to have banners (top, bottom or both) to frame post on front slide(to be sent)
 - two different versions for both of the childcare programs for salmonberry → need to have distinct branding for each but also be the same
- Ways to differentiate programs in promo pictures to be sent
- Green walls in background – 3-5
 - Beige walls – toddlers

Revised Posts (sent March 31st, received permission to post on April 4th) :

Post 1- Coming soon (2 slides together)



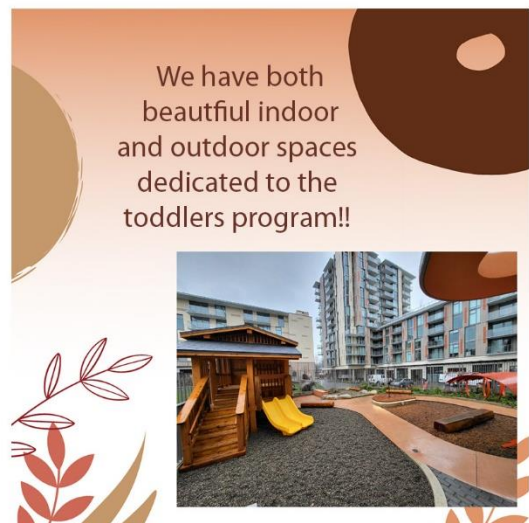
Caption: Hello! We're the South Vancouver Neighborhood House Community and we're excited to be bringing you some community updates so stay tuned! #svnh #SouthVancouver

Post 2- Intro to Slamonberry:



Caption: Exciting news! The brand new licensed Salmonberry Childcare Centre is now open in a beautiful, brand new state of the art facility! For more information visit our website <https://www.southvan.org> and stay tuned to our social media channels for sneak peaks and tours if the space! #svnh #SalmonberryChildcare

Post 3- 18 month to 3 year program (2 slides posted together)



Caption: We're excited to give you a sneak peek into the toddler's program! With a room specifically dedicated to your little ones, they will receive the utmost care from our licensed caretakers! #svnh #SalmonberryChildcare

Post 4- 3 year to 5 year program:



Caption: with a program specifically designed for your children aged 3 to 5 years old Salmonberry is the best option for them! The licensed childcare program provides age-appropriate activities in a brand new facility!

Catalogued Posts (Posts for SVNH to use in the future, captions created by them to fit their needs):

Facebook:





Instagram:



Happy Diversity Month

from the

**South Vancouver
Neighbourhood House**





Happy Earth Day!

from the

**South Vancouver
Neighbourhood House**

