

Social Media Strategy & Plan: PSW Day 2022 & PSW Month 2023

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Executive Summary

Personal support workers (PSWs) are important members of interprofessional health care teams. Importantly, PSWs provide 70% to 80% of community care in the home (Denton, Zeytinoglu, Brookman, Davies, & Boucher, 2018). However, they are frequently under-celebrated or represented despite their critical role in patient care. Unlike other professions such as nurses and physicians who receive a full week of celebration in May and March respectively, PSWs only have a single day of recognition in the province of Ontario. Starting in 2010 May 19th has been recognized as Personal Support Worker (PSW) Day by the Ontario government (On, n.d.). This day is a recognition of the important role that PSWs play in the healthcare system in Ontario; it is an opportunity to celebrate and acknowledge their vital contributions.

This guide was originally created for the University Health Network (UHN), in the hopes to change that narrative through the introduction and promotion of a PSW Month starting in May 2023. This month is intended to celebrate PSWs by reinforcing, advocating, and celebrating their importance as part of the healthcare system. In particular, one objective was to emphasize PSWs importance in patient care and interprofessional teams to create a patient-centered approach to care.

The guide has since been adapted and made available for use by the public, and we welcome all stakeholders to use this guide as a resource to promote PSW day and month within their own organizations and networks.

The guide can be used to inform individual or organization-level strategies for PSW promotion on social media. **This plan is divided into two phases.**

1. The **first phase** discusses how the month can be promoted and kept top of mind throughout the year through a steady stream of posts leading up to May. This section addresses what actions can be taken in Fall 2022, and then the escalation to take place in Winter 2023 as May approaches. This section focuses on proposing content ideas and explaining how to create this content in a meaningful way. The report therefore discusses social media platform principles, curation versus creation, and content ideas. This section is supported by a series of guides to help in facilitating this interim phase as well as inform Phase Two and beyond.
2. The **second phase** discusses the month-long strategy and some post options that could be delivered in May 2023 as part of PSW Month 2023. This section dives into each week and proposes topics and posts. As PSW Month 2023 approaches this content should be identified, reviewed, updated, and adapted to match the current environment.

INTRODUCTION

The University Health Network (UHN) is working to create and implement a PSW (Personal Support Worker) Month in May 2023 and beyond. This month is intended to celebrate PSWs by reinforcing, advocating, and celebrating their importance as part of the healthcare system. UHN in particular wants to emphasize their importance in patient care and interprofessional teams to create a patient-centred approach to care. The strategies proposed revolve around creating awareness regarding the event and advocating for change as a way to support PSWs part of UHN and beyond. It is clear to see from research that change is required. Fifty-eight percent of employees in the long-term care sector are personal support workers (PSWs) (Gillese, 2020). Worryingly, according to *Health Force Ontario*, 50% of personal support workers are retained in the health care sector for fewer than 5 years, and 43% left the sector due to burnout of working short-staffed (Lakusta, 2018). This has never been more apparent than in the wake of COVID-19 and the extreme working conditions all members of the healthcare profession have found themselves facing.

UHN acknowledges that social media, and by extension PSW Month, creates an opportunity for expression and advocacy which could mediate change and begin dialogue around this issue. As such, they are pleased to make this guide available to the general public, and all stakeholders to further promote engagement with this advocacy month.

While this strategy is being developed as a guide to help set up and prepare for PSW Month 2023, all references can be read and applied in subsequent years as well.

VISION

Creating awareness and emphasizing the value of personal support workers (PSW).

GOAL

- **Primary:** Use PSW Month 2023 to promote awareness and celebrate personal support workers (PSW) through the use of social media.
- **Secondary:** Advocate for specific changes to PSW working conditions.

SOCIAL MEDIA'S ROLE

There are several social media platforms available for use. Each has its benefits, discussed briefly below, but it is important to invest in existing platforms that are part of your network and consider their properties when developing content. Establishing social media channels from scratch is a time-consuming process. If possible, leveraging existing channels with established audiences can result in a higher probability of success, engagement, and growth for both the project, your partners and affiliates.

Twitter

Originally touted as an ‘information sharing’ platform, Twitter has evolved from a 140-character limit to the more recent 280-character limit. A text-based platform, Twitter is well-used by politicians, journalists, celebrities and comedians – as well as individuals and corporations. Twitter is one of the first go-to sources for news and can be used to provide real-time updates, offer customer service, build communities and share links. The use of hashtags is prolific on Twitter and an important way to organize and distinguish content on an overcrowded feed. This platform can tolerate posting multiple times a day as feeds update quickly. This has been identified as the primary platform for this campaign, refer to the [Twitter Best Practices Guide](#) on page 12 to get a few more tips for using Twitter.

Facebook

While it has a reputation for being a platform for the older generations, it is still the world’s largest social network. Reaching 59% of all social media users (Mohsin, 2021), and used by over 50% of Canadians (Statista, 2021), Facebook is one of the most important platforms available today. Facebook’s largest audience is 25 to 34 year olds (26%) and its remaining audience is made up of 35 and over (55.2%) (Statista, 2022). This indicates that it is one of the most likely places to reach PSWs or clients as this platform is used by the majority of the working-age population. In addition, many clients fall into the older age bracket. Another important facet to consider is that 93% of businesses are active on Facebook (Carmichael, 2021), which means many of the hospitals, long-term care homes, and other spaces where PSWs work will likely have a Facebook account.¹ Facebook offers opportunities for both organic content posting as well as for paid ads. Often used as a personal platform to stay in touch with family and friends, in addition to text-based posts Facebook offers live videos and Facebook Stories as more dynamic forms of communication.

LinkedIn

While it is considered the professionals’ Facebook, LinkedIn is more than a job board. The platform offers LinkedIn Live, product pages and advertising – featuring sponsored direct messages. For businesses LinkedIn is another network to connect with employees, future employees, affiliates, and other businesses. With the ability to “post” content (similar to a blog) long form, multimedia content can be disseminated easily to followers. LinkedIn also features professional groups that can be joined or targeted for specific messages or purposes. Joining or following a professional group can help identify content ideas and amplify messages. Participating on LinkedIn can attract new audience members to other social media channels and increase awareness around social media efforts and campaigns. UHN has identified LinkedIn as an important platform for this campaign, refer to the [LinkedIn Best Practices Guide](#) (page 16) to review tips for using LinkedIn.

¹ An important consideration is that nearly all [Current Partners](#) (page 9) identified by UHN have a Facebook page, despite not having a Twitter or LinkedIn account, this may be a natural channel to continue to nurture PSW Month in years to come. If UHN wishes the posts could be repurposed and shared on Facebook.

YouTube

While YouTube is a social media application – it is also the world’s second-largest search engine (behind Google). YouTube is a video platform that offers both organic and paid opportunities. The biggest drawback to this platform is high quality content creation requires skill and budget. However, current media already posted on YouTube could be shared on social media and vice versa social media may offer suggestions for future content (Cooper, 2021).

Instagram

Owned by Facebook, Instagram was initially regarded as a photo-sharing application – but has evolved into the home of influencer marketing and social commerce. Features of the platform include Stories, Reels, Instagram Live and IGTV. Depending on the size of the platform there are some interesting marketing and e-commerce opportunities and features like polls to create engagement. Its ownership by Facebook allows for posting integration and management. One of the biggest drawbacks is linking, “users are allowed only one clickable link, and that link has to be on their profile page” (Alphr, 2020).

TikTok

One of the newest and fastest-growing social media platforms, the short video-sharing platform is targeted to teens, Gen Zs, and Generation Alpha. Organizations are starting to take notice, developing campaigns that include the use of Tik Tok influencers. For the purposes of this project, TikTok plays a minimal role as its audience base and the available partners do not utilize this platform. Although trends such as Tik Tok dances could be identified, emulated, and shared to create content that is “on trend.”

Regardless of the many channels available, this project is positioning itself as a source of content for distribution, and posts are meant to be informative and awareness building and then subsequently shared by affiliates, the public and other stakeholders to help increase reach and awareness.

Ultimately, by creating a consistent message and utilizing partners, TikTok can be used to build credibility, authority and trust among target audiences. Matching messages to the right platform will allow content to be amplified widely and build buzz. Accurate, relevant and useful content on the right platform can educate and resonate with an audience. Creating consistent and well-managed content across carefully selected social media platforms can build loyalty and inspire stakeholder action (Handly & Chapman, 2012). To succeed in using social media as part of a campaign and beyond is a balance between positioning content on the right platforms, speaking to the right audience, posting at the right time and offering innovative and surprising approaches to information.

STYLE GUIDE

This style guide intends to address how to prepare content for posting and defining the identity of all posts being delivered in reference to this campaign.

Themes & Key Messages

The two key themes of the posts are awareness and advocacy. Whenever possible posts will include language that either reminds about or celebrates PSW Day and/or PSW Month. Including hashtags or mentions of the event will help keep it top of mind throughout the year and encourage participation. In addition to trying to generate awareness posts should promote advocacy surrounding PSWs, such as wages, employment equity, safe working conditions, the important role PSWs play in healthcare, etc., this advocacy should move the dialogue towards supporting PSWs and provide resources/links for review. Creating an underlying theme of advocacy will help transition posts to include awareness as part of calls to action.

Language

Posts should be positive and direct using clear, simple language. When structuring a post make sure to incorporate hashtags relevant to the topic and include a call to action where appropriate. Whenever possible a call to action should be included in the communication. This call to action could be triggered by a question, poll, or invitation to like and share. Whenever possible posts should encourage the audience to do something.

Include mentions (@) of affiliates and also consider adding a quote when retweeting curated content to help highlight the relationship to UHN's goals and objectives. Even if faced with negative comments, responses should be polite. At this time emojis are not appropriate as they do not fit with the authority or messaging the channels currently possess.

Visuals

If relevant, visuals should include your brand colours as highlighted in the [previous section](#). These colours can be used for banners, boxes/shapes, colour overlays, and text. When paired with white these colours will produce high contrast pairings creating a legible image.

Photos selected for use must be inclusive including clients and PSWs of different ethnicities, gender identities, abilities, ages, and care situations. For photos of PSWs the individual should be facing forward and smiling in the photo. For photos demonstrating tasks consider the position of the PSW are they in focus, how are they interacting with the client, and is the action being demonstrated clear or ambiguous. Making sure the context of the photo is clear will help reinforce the message and themes visually. Ideally text and images should match and complement each other. For example, if you are talking about PSWs caring for the elderly, use a photo which demonstrates that action.

A **recommendation** is to start collecting a repository of photos which can be used for social media channels. These photos could be of PSW students at their practicum. Photos taken when doing rounds at a hospital, etc. Any photos taken by



communication members should have a media release but photos can also be sourced from public domain sources, [pexels.com](https://www.pexels.com) and [pixabay.com](https://www.pixabay.com) or purchased from stock photography websites such as [123rf.com](https://www.123rf.com) and [shutterstock.com](https://www.shutterstock.com). Vector or 2D graphics and/or illustrations should be created by a professional graphic designer and not taken from the Internet unless from public domain sources or ones with attribution Creative Commons licenses such as [freepik.com](https://www.freepik.com).

To create visuals for social media, you can use design platforms like [Canva](https://www.canva.com) or [Polotno](https://www.polotno.com). Importantly Canva comes with built in templates for platforms so graphics are correctly formatted for each social media platform.

Each platform has specific media dimensions. [BrandWatch](https://www.brandwatch.com) offers a comprehensive guide which outlines the optimal sizes for [LinkedIn](https://www.linkedin.com) and [Twitter](https://www.twitter.com). But below is a short summary. Using Canva will allow you to create visuals that have already been optimized for each platform, as well as animated gif posts which can add an element of dynamism to the content.

LinkedIn

- LinkedIn post image size: 1200 x 1200px (square), 1080 x 1350px (portrait)
- LinkedIn link post size: 1200 x 627px
- LinkedIn Stories image size: 1080 x 1920px
- LinkedIn video size: 256 x 144px (minimum) to 4096 x 2304px (maximum)
- Maximum LinkedIn video length: 10 minutes

Twitter

- Twitter will crop and resize based on the image used. To get it looking at its best in the stream, 1600 x 900px is the best minimum.
- Minimum size: 600 by 335 pixels
- Aspect ratio: between 2:1 and 1:1 on desktop; 2:1, 3:4, and 16:9 on mobile
- Supported formats: GIF, JPG, and PNG
- The maximum file size is 5MB for images and GIFs on mobile and 15MB on the web

Hashtags

Based on historical data the hashtags to employ as part of the posts are: #PSWDay2022, #PSWDay, #psw, and [#PersonalSupportWorkerDay](https://www.personalsupportworkerday.com). These hashtags are used frequently in posts made on May 19th surrounding PSW Day. There is also the potential to incorporate specific student project hashtags such as #PSWChamps, #PSWMonth, and #StepintoTheirShoes where appropriate or other hashtags from affiliates.

For PSW Month hashtags would include #psw, #PSWs, #PSWMonth, and #PSWMonth2023. These hashtags reflect the event and can be complemented with other hashtags such as #PSW[insert adjective or week theme] to match each week of the month.

All posts should include #PSWs or #PSW as this is the industry standard way to identify PSWs on social media. #PersonalSupportWorkers is also used to distinguish this audience.

Twitter Best Practices Guide

Two of the primary platforms for this campaign at UHN are @TIER_UHN and @IPEUofT (Centre for Advancing Collaborative Healthcare & Education) on Twitter. You or your organization will have an existing channel, or one which will be created anew. In order to maximize the effectiveness of Twitter as a platform it is important to review both the channel's existing analytics to understand audience responses as well as industry best practices. This section addresses some industry best practices that can help you create successful content based on a few important factors.

A Brief Summary of the Twitter Algorithm

Tweets are prioritized differently on which timeline the user chooses. Twitter users can toggle between two different Twitter timelines: Home or Latest Tweets. Latest Tweets shows Tweets in a real-time chronological timeline from people you follow. Home uses the Twitter ranking algorithm to shuffle posts into what it suggests is a better order (i.e., "top Tweets") (Newberry, C., & Sehl, K., 2021). The Twitter algorithm for the Home screen is described as follows, "a stream of Tweets from accounts you have chosen to follow on Twitter, as well as recommendations of other content we think you might be interested in based on accounts you interact with frequently, Tweets you engage with, and more" (Twitter, 2022a). The algorithm will choose tweets based on current events, your history with posts and accounts on Twitter, the topics you follow, trends, how much engagement a post or trend is receiving, and the type of rich media content (gif, video, polls etc.).

The Nature of a Tweet

Twitter has always been characterized by its short messages. This makes strong, concise writing vitally important to succeeding on the platform. Clear, to the point tweets receive the best engagement rates overall. Tweets are 280 characters long at most so your audience has room to add their own commentary when retweeting you. In addition, shrinking links with link shorteners like [bitly](#) will help UHN's message be more visually appealing, save characters, and track click through rates.

As mentioned, incorporating hashtags and mentions is important for UHN as people will search to find content associated with a particular topic (Hootsuite Academy, 2019b). This will be important during PSW Day and PSW Month to make sure content reaches the audience. While [hashtags](#) for the campaign have been defined, page 11, it is also important to research hashtags relevant to your location, industry and products and add them where appropriate. For example, if you're hosting an event, use a hashtag that attendees can add to their tweets which will build a historical timeline of content and discussion about the event. Twitter recommends only one to two hashtags per tweet (Twitter, 2022b).

When mentioning someone it is ideal to include their handle (@) and if a photo is included up to 10 people can be tagged in it. Tagging someone increases the odds they'll retweet and engage.

Twitter (2022b) offers some additional tips to consider for posts:

- Include a clear call-to-action where applicable (e.g. "Read the full story")
- Avoid writing copy in all-caps
- Keep a conversational tone

Media

Adding media to a Tweet can help it stand out in the timeline. Listed are some tips from Twitter (2022b) to keep in mind.

- Avoid images with heavy text which may be hard to read. Some companies get around character limits by placing text heavy images, while this can convey the whole story it also makes readability hard, especially on mobile devices.
- Keep videos to 15 seconds or less
- Use captions or another "sound-off strategy" for videos with dialogue

Keep a Cadence

Due to Twitter's fast paced nature even if you tweet at peak times there are chances that followers will miss the tweet. Twitter is a platform where post volume is much larger and posting more frequently can be tolerated therefore if an older tweet performed well there is no harm in sharing or promoting the same piece of content multiple times or recycling evergreen content.

However, the best way to approach this is not to retweet or copy the content, but repackage it creatively by changing various portions of the copy. This helps get your message in front of followers who may have missed it the first time around. It is important to leave enough time and contrast between the original post and the new one so as not to appear spammy.

Share Content from Others

When sharing curated content, make sure to tag the author in the tweet as this may prompt them to share your post thereby increasing your organization's audience size and reach. Popular content creators or organizations that are affiliated with PSWs may attract new audience members to your Twitter based on promoting their content.

However, when choosing to retweet, review what is being shared carefully to ensure it aligns with your positioning and verify that the link is still valid. Be mindful if you're retweeting popular content:

- Has your audience seen it already somewhere else?
- Are you adding value to their streams by sharing it?

A good guideline for retweets is to keep retweeted content below 20% of the total volume of the channel's tweets. This will help position your account as one which adds value to online conversations and has credibility as well as authenticity on PSWs and PSW issues. For that

reason, aim to add a few words of commentary to everything which is retweeted to share a unique perspective that contributes to the dialogue. If someone comes across a great piece of content but that can be shared at a later date, save the link to the evergreen content library or if on Twitter just click Favourite to save it (Hootsuite Academy, 2019).

Timing

Depending on your schedule, it is recommended to do three to five tweets spaced out throughout the day and then vary the pace to see how it affects engagement and follower growth. However, according to the *American Marketing Association* and *Sprout Social* the best time to post on Twitter is early in the morning on weekdays. Hootsuite echoes this sentiment by recommending posts occur around 8 am local time on weekdays.

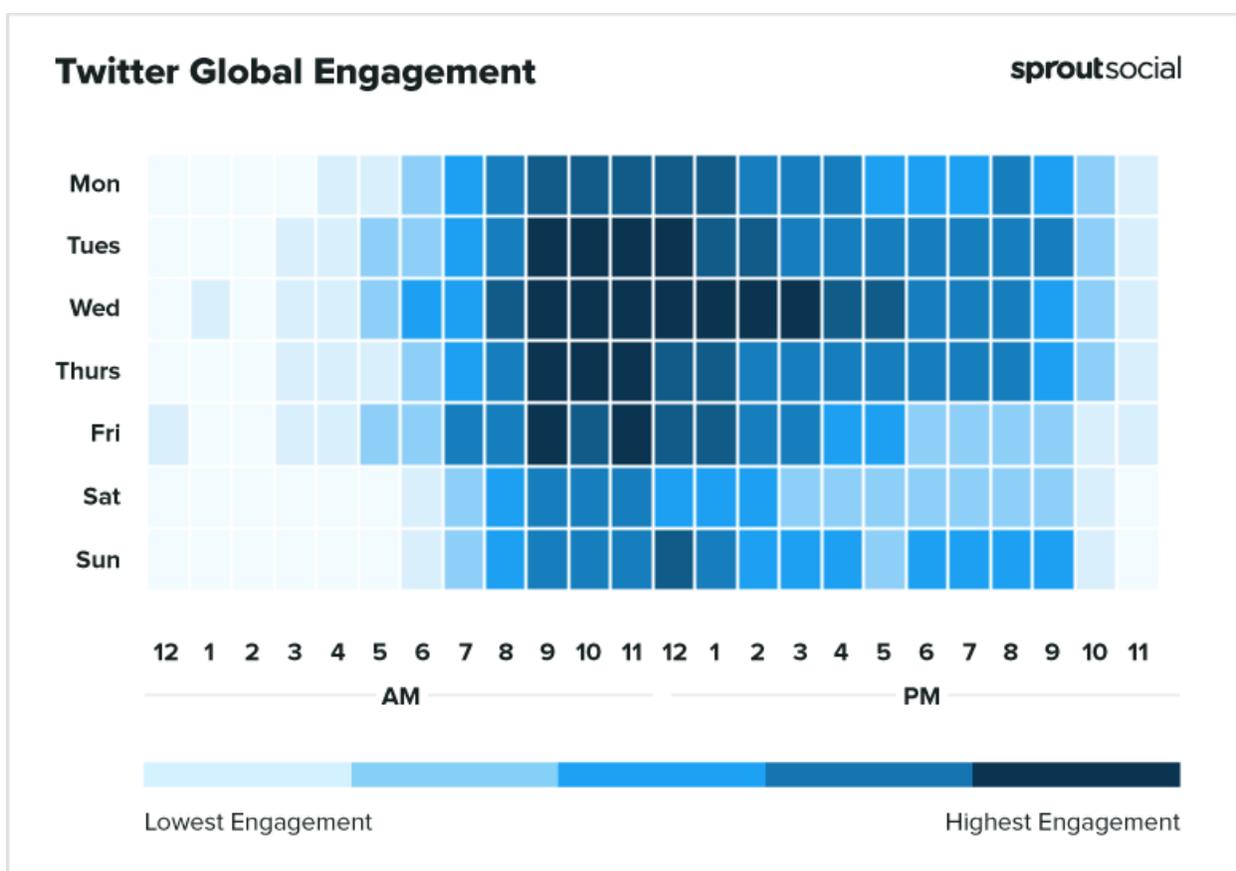


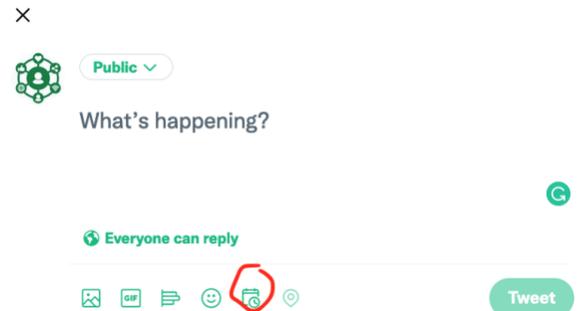
Chart from: <https://sproutsocial.com/insights/best-times-to-post-on-social-media/>

Twitter Analytics will help you and your learn when most of their followers are online and active as it is ideal to post during those time periods. The efforts executed in [Phase I](#) indicated that their audience was most active in the mornings. It is important to not forget that some followers may belong in different time zones, which is why posting throughout the day is favoured on Twitter.

It is recommended to look at whether your primary audience is comprised of academics and professionals who may not engage with posts shared on Saturday or Sunday unless there is a particular event or motivation. But there is a case to made for posting on Saturdays and Sundays to see what sort of engagement is achieved. It is recommended that if posting on the weekend still aim for the a.m., but perhaps a little later, when Twitter users are awake (Powers, 2022).

Also of note is Twitter's scheduling feature. A Tweet can be created and scheduled to send at a later time by clicking the calendar icon at the bottom of the tweet. This will streamline efficiency by having the social media manager enter all the tweets at once and then be able to move on to other tasks.

In summary, write strong tweets that include relevant hashtags and rich media. Use Twitter to promote some content multiple times and recycle evergreen content. However, if employing retweets keep the volume under 20 percent and focus on selectively amplifying high-quality content that would be valuable to your audience.



LinkedIn Best Practices Guide

LinkedIn is considered the “professional” social media and can be used to demonstrate thought leadership and position you or your organization as a thought leader.

If you are hoping to create a new LinkedIn channel, you will need start this process as soon as possible in order to build a strong following and start establishing a presence. This guide from Hootsuite is one place to start in setting up the account <https://blog.hootsuite.com/linkedin-for-business/>. However, like all social media, there needs to be activity on LinkedIn for success on the platform; given the abundance of accounts to follow it is very easy to forget accounts that are not active or are not delivering valuable content to their audiences.

A Brief Summary of the LinkedIn Algorithm

LinkedIn is fairly open about how their algorithm works. According to *Influencer Marketing Hub* LinkedIn prioritizes high-quality content with AI bots checking to ensure content is not spam (Geysler, 2021). If the content passes this test, it will be posted during what is known as a “golden hour” to distinguish if it is high quality. The golden hour is the first hour after a post is shared on LinkedIn, and it's vital to the post's success. LinkedIn measures the initial engagement to see if the post is high quality and worthy of moving the post into other people's feeds. If the post does well in the first hour, it's much more likely to do well all day, week, or month. If no one sees the post or interacts with it LinkedIn will not further promote it (Anwer, 2022). Even after posting LinkedIn expects and wants the account holder to be engaging with comments and interactions in order for the post to continue to be promoted.

According to Anwer (2022) to avoid being marked as spam by the algorithm do not:

- Use bad grammar
- Use multiple links
- Tag more than 5 people
- Post more than every 3 hours
- Use hashtags like "follow," "comment," or "like."

The Nature of a LinkedIn Post

Because LinkedIn is a more "grown-up" and serious social network than many of the others, the content should reflect a high level of professionalism. Importantly, this platform is a perfect site to create and share blog posts² or Thought Leadership type articles that will interest the target market and demonstrate UHN's expertise. Shane Barker (2022) The following types of thought leadership content can be created:

- Industry thought leadership – Your viewpoint on the latest developments in your industry.
- Organizational thought leadership – A reflection of the vision and ethos of your company.

² Refer to the [Appendix B: Blog Guide](#) on page 81 for tips.

Although you can share links to posts uploaded to existing blogs, studies show that LinkedIn's algorithm favors material published on the platform, rather than promoting links offsite. Creating original content on the site can strike a cord with the audience and boost engagement and provide a reason for your target audience to seek out the account.

Like other social media platforms in addition to publishing and promoting original content, you can also share useful and engaging content from other pages. This includes sharing other articles that will be of value to your target audience. The primary purpose of many LinkedIn accounts is to be of use to the target market and collating other people's relevant content can achieve this when also paired with original pieces. To establish a strong presence on LinkedIn: be consistent by deciding a schedule, be original by offering opinions and standing out from the crowd, and write once and promote older posts that are successful (Martin, 2022).

Media

LinkedIn allows users to post long-form content, which many business leaders have used to build influential thought leadership reputations. Long-form content, when used properly, can cement you or your organization's position as an innovative leader and expert. When creating posts include a descriptive caption, attractive images, bullet points, etc.. Shorter copy performs best (Clarke, 2018), but using media and lists can help break the monotony of text-based articles.

One of the best ways to grab the attention of an audience is to use images and videos to embellish posts. According to LinkedIn, images lead to a 2x higher comment rate and LinkedIn videos are 5x more likely to start a conversation (LinkedIn, 2022). A good visual will always lead to better engagement than a sea of text. When creating a post for the LinkedIn Publishing Platform, multimedia can be added anywhere within the article - images, videos, podcasts, slides, tweets, and others (Martin, 2022). Including social cards created with a third party app to provide relevant tips and tricks for your audience. A social card should provide value on first glance, without the audience needing to dig deeper (Hootsuite Academy, 2019b).

Tips to Optimize Content

According to Michelle Martin of Hootsuite (2022) here are the key ways to optimize content for LinkedIn:

- Always include an image or other asset. Posts with visuals receive 98% more comments than text-only posts (LinkedIn, n.d.). For example, include a photo, infographic, SlideShare presentation, or video.
- Keep the post copy short. For sharing long-form content, create a brief lead, then link over to the full article.
- Format the post so it's easy to read
- Post things that encourage a response do this by including a clear call to action or a question.
- Tag people and pages mentioned, ensure these people will interact
- Create LinkedIn polls for feedback and engagement

- Include two to three relevant hashtags in a natural way
- Write strong headlines for articles
- Respond to comments quickly to encourage more engagement
- One engagement tactic is to name the audience UHN is trying to reach right in the copy of the posts. For example - "Hey Travel Agents, here's what you should know about booking European Vacations."
- Incorporate keywords followers might search for into the copy

Incorporating in relevant hashtags when posting content increases visibility even further. LinkedIn recommends using around 3 hashtags, one should be more broad, the next a little more niche, and the last very niche (example: "#socialmedia," "#b2bsocialmedia") (Anwer, 2022).

Timing

It's important to publish posts on LinkedIn regularly. According to LinkedIn, organizations that post at least monthly generally gain followers 6x faster than those that don't (Newberry & Beveridge, 2022). Hootsuite recommends posting content daily, either in the early morning, lunchtime, or early evening—the three times LinkedIn says its users are most active but there is no ideal time to post. It all depends on when the target audience is on LinkedIn.

According to *Sprout Social* the best time to post for highest engagement is Tuesdays 10 a.m. to noon and the best days overall to post on LinkedIn are Wednesdays and Thursdays. The engagement periods on LinkedIn tend to coincide with the standard work week. High engagement hours are more concentrated midday and don't extend too far out past the US workday hours. If this channel is a new one for you, following best practices is the most reasonable approach by posting during the work week early in the morning.

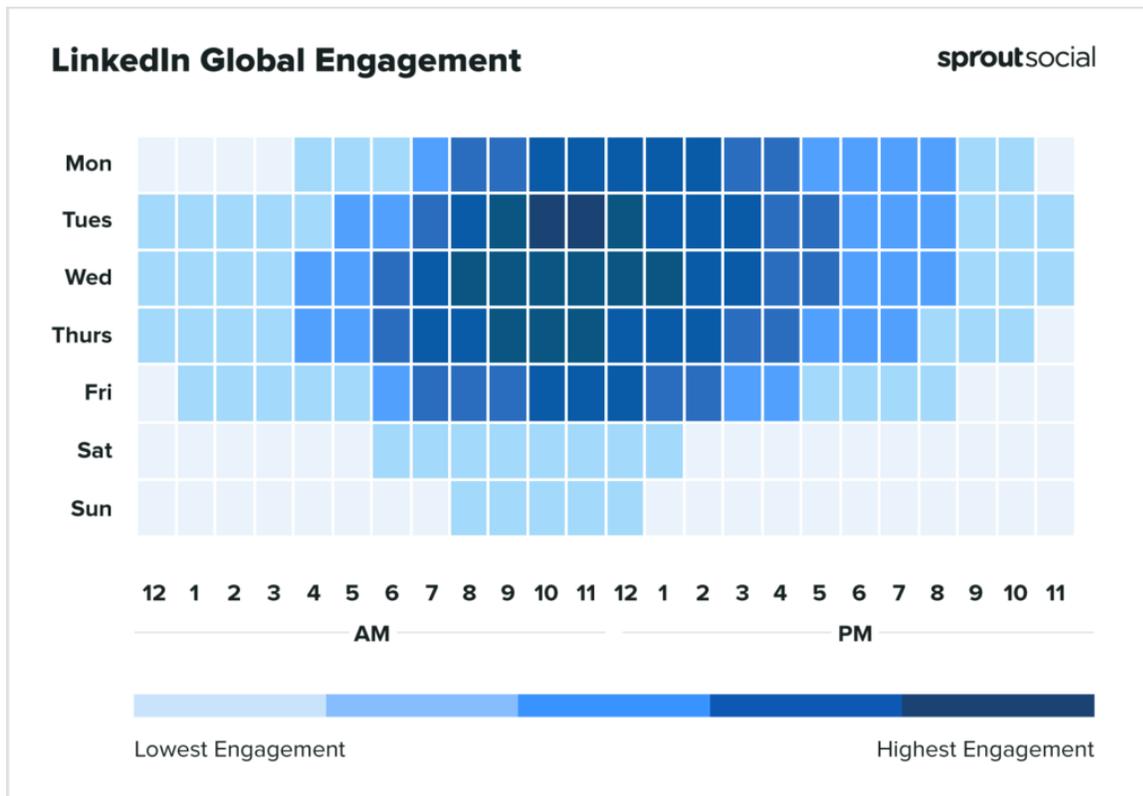


Chart from: <https://sproutsocial.com/insights/best-times-to-post-on-social-media/>

In summary, while LinkedIn continues to be more specialized than other social platforms, it's also increasingly branching out in what types of audiences it attracts. With over 810 million members in 200 countries, LinkedIn is becoming equally important for a wide range of content creation. LinkedIn is also an ideal fit for advocacy and empowering groups to advance their personal brand or professional development as they publish content to their own profiles.

Phase 1 - Ongoing Growth & Channel Support

Phase one can be carried out in the lead-up to PSW Month. This phase can be used to nurture the creation or curation of content which could be used during PSW month ([Phase II](#)).

CONTENT CONSIDERATIONS

When developing content during the preceding months to PSW Month (May), it is important to understand what qualifies as content and what its purposes are towards the overall goals.

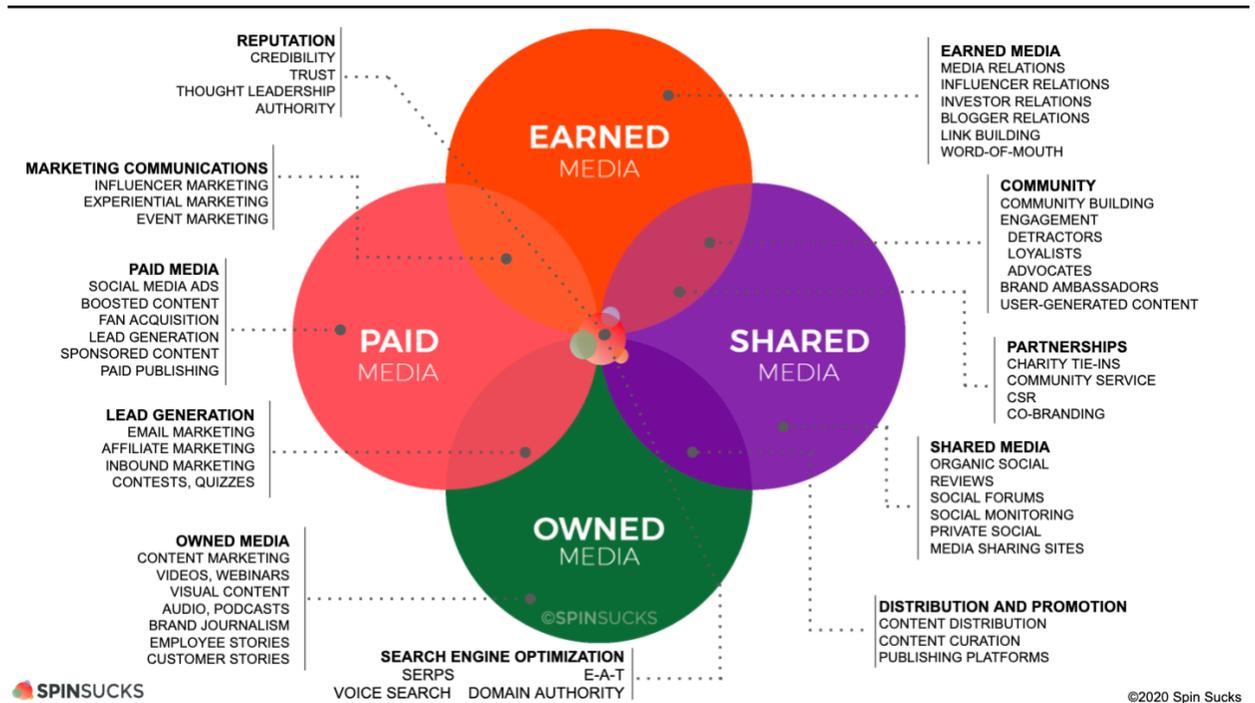
The term “*content is king*” has been around for a long time and is attributed to Bill Gates in a presentation he made several years ago. It holds true today. Content matters and effective content can help accomplish an organization’s goals and objectives - helping to inform, entertain, educate and be generally useful. People will choose the content that they consume whether passively, through the people they follow, or actively, through searching out this content. It is important to note that with the exception of PSW Day and PSW Month much of the content will be absorbed passively through individuals encountering the content as opposed to actively seeking it out. At present PSW Day is an active date where people seek out the content to generate meaningful conversations. The success of PSW Month will be attributed to the ability of you or your organizations to: promote and create awareness around the event, increase the participation of current PSWs, PSW students, and advocacy groups (secondary audience) by growing the channels’ audiences, and treat the month with the same gravitas as PSW Day.

Types of Content

The PESO model provides a framework for content creation - merging four types of media (content), including paid, earned, shared and owned (Dietrich, 2022).

- **Paid Media.** Paid media refers to social media advertising, sponsored content, and email marketing. *This type of content will not be mentioned in this strategy.*
- **Earned Media.** Earned media is considered either publicity or media relations. It’s getting attention around PSW Month. As people share your content or purpose there is a potential for it to appear in other media like print, news, podcasts, etc. sharing this content is important to amplifying reach and growing the audience. If another source speaks about PSW Month it is important to acknowledge and share this earned messaging.
- **Shared Media.** Shared media is also known as social media. It’s evolving as well and continues to build beyond just marketing or customer service teams using it. Organizations have begun to use it as their main source of communications internally and externally. It includes not just social networking, but community, partnerships, distribution, and promotion. This strategy’s efforts are focused around shared media and its growth. Throughout the campaign connecting with different affiliates and partners on social media will help grow the audience and awareness of the campaign as content is posted and shared.

- **Owned Media.** Owned media is otherwise known as content created by the organization itself. It is something you own, and, for example, the content could live on the company website or blog. As a result, the content is already tailored to your messaging and tells the story in a way that aligns with the brand's story and goals.



Behaviours of Effective Content

The content selected to promote PSW Month can be utilized to create awareness, change attitudes, and/or shift behaviours.

- Increase awareness by amplifying messages, promoting findable and likeable content and securing likes/retweets, etc.
 - To generate awareness around PSW Month and maintain momentum occasional PSW-themed posts should be shared across channels. These posts can touch on a wide array of content and topics but should eventually include promotion of PSW Month.
 - Sharing content from partners and amplifying useful or entertaining content themed around PSW will help reach audiences further and wider.
- Improve influence (attitude) by positioning content on the right platforms, with the right spokespeople, in a timely, relevant and accurate way – build thought leadership by establishing credibility

- By incorporating testimonials, statistics and experts such as students, educators and PSWs into the content, expertise can be solidified to create ethos and respect towards your platform's position and lend PSW Month legitimacy.
- Educate by sharing accurate, relevant and useful content that informs the audience in a meaningful way, in particular focuses on content which changes policy and promotes advocacy for PSWs.
- While both platforms, Twitter and LinkedIn, can be used for this LinkedIn might prove the stronger option as long form content can be created and promoted.
- Increase engagement – through content that is creative, surprising, innovative and encourages feedback through polls, shares, comments etc.
 - By creating a feedback loop, content such as testimonials, anecdotes, and polls can drive the content developed for PSW Month. [Phase I's strategy](#) will help identify patterns of engagement behaviour and establish audience participation which should continue into PSW Month.
 - Build loyalty and action through consistent and well-managed content.

Content Tips & Sources

The strategies of Phase I and Phase II will focus around creating and sharing owned media via social media channels with the possibility of sharing any earned media; instances where external entities speak about PSWs or PSW Month. This strategy does not include paid media as an option. The intention described here is creating³ content with the idea in mind that it will be curated⁴ by partners or related organizations in order to generate awareness. As the content is shared or posted by partners, its reach and impressions will increase and be amplified to help generate awareness and, hopefully, advocacy for PSW initiatives and change.

Throughout the process, working with owned or created content is ideal as it will be original and belong to you. But curated content (such as earned media) or posts from other sources or affiliates should be incorporated in the posting schedule on both Twitter and LinkedIn to help spread awareness and news that is important to the project.

One method of content curation to keep in mind is external - gathering and evaluating pieces of media and then sharing them. To do this, collect information from multiple sources that are external to you and/or your organization. This might include articles from journals, sharing posts from other sources, news releases, etc. It is a good idea, when sharing content from external groups, to present it in an interesting way to help create engagement and grow your audience.

³ **Created content** is produced within organizations (or by you) it positions the company as a thought leader with insight and knowledge.

⁴ **Curated content** is gathered from trusted third-party sources it is a way to grow audience by building relationships.

Content Sources

When preparing for PSW Month the proposed posts in [Phase A](#) (page 32) and [Phase B](#) (page 33) offer a baseline but it is important to continue to create and share content from different media sources and using both LinkedIn and Twitter help to AMPLIFY that content across networks.

Throughout the year, it is a good idea to work to develop an evergreen content library. Evergreen content is content that doesn't go out of date. It revolves around a topic that's always relevant to readers, regardless of the current news cycle or season. As this library grows, the content can be used throughout the year and as part of planning for PSW Month.

Below are a few suggestions for ways to get ideas for content and types of content. This will hopefully provide endless post options for Phase I and Phase II when there may be a lack of ideas. These lists are adapted from Handley & Champman (2012).

How to Create Content Ideas:

- Chat with customers
- Ask customer service
- Monitor search keywords
- Interview luminaries
- Share real-time photos
- Monitor social media keywords
- Research online
- Trawl industry news
- Get inspired by your passions
- Go behind the scenes
- Go to an event
- Create how-to content
- Share best practices/tips
- Reach into the community
- Dig in the archives
- Invite guest posts
- Check out competitors
- Create a content series
- Mine other platforms
- Start a meme
- Offer your two cents
- Channel your surly teenager
- Host an event
- Curate the voices of many
- Curate from elsewhere

Types of Content:

- White Paper/Guide
- Article
- Promote Blog Post
- Testimonial/follow up
- Influencer support
- Photos/Videos
- AR/VR
- Poll/Survey
- Game/Puzzle
- Questions
- Hashtag trend
- Challenge
- Posters
- Regular/consistent posting
- Quiz
- Podcast
- Coupons/Discounts
- Contests/Competitions
- User Generated Content
- Livestream
- Infographics (gifographics)
- Webinars
- Ebook

- GIFs (cinemagraphs)
- Shareable quotes
- Interviews
- Stories
- Product posts
- Slideshare/Powerpoint
- Share/Retweet – news/trending posts
- “Get to know your brand” posts/behind the scenes
- Response to followers
- Apology
- Lists (Top 10)
- Merchandise
- Countdowns
- Memes

Content Tips

As part of the strategy, it is advisable to minimize cross-posting, the act of sharing the exact same post across different social media platforms or on the same account multiple times (Cyca, 2018). For content to be effective, it must be created for or adapted to the social media platform it is being posted on. When content is shared across different platforms it should be modified to match the features of the platform. Consider the character limit on Twitter or the importance of photos on Instagram. Even if for simplicity you choose to post the same content across platforms, the way things are phrased and presented should be different so that even audience members who access content across multiple platforms still experience something new or different when encountering familiar content (Beveridge, 2021); examples of adapting content include changing the call to action, or picking a different fact or detail to focus on.

When preparing these posts it is important to speak the language of your target audience, which means incorporating key words, hashtags, and phrases that they are likely to use for searching, for [hashtags](#) see the list on page 11. Not only will your content match your audience’s needs, but it will improve the content’s searchability.

STRATEGY & POSTS PRE-PSW MONTH

Diversifying the content delivered in the months before PSW Month while also delivering a consistent stream of information is key to growing the presence of the project and ensure awareness regarding the event.

Below are some examples of how you might lay out your strategy plan.

Vision

Creating awareness and emphasize the value of personal support workers (PSW).

Goal

Increase your presence as an advocate for PSWs while laying the foundation for a successful month.

Objective(s)

- Receive 10 engagement actions⁵ per post related to PSWs.
- When links are provided receive two click-throughs.
- Gain thirty new followers to the @[insert your handle] Twitter account.
- Have a 50% post reach on each post shared pertaining to #PSWs and #PSWMonth.

Analysis of #PSWDAY2022

Briefly reviewing PSW Day 2022, the content was generally focused on thankfulness. Many health institutions including long term care homes, homecare, and hospitals posted on this day, expressing their gratefulness for PSWs. Some did include photos and names of staff but many were boilerplate in their approach. The main themes that can be seen in these posts include:

- PSWs are frontline workers
- Their importance in healthcare
- Thanks and gratefulness for their work

⁵ Engagement actions (e.g., likes, shares, comments) a post receives

It was also important to note that since 2022 was a federal election year in Ontario there were a few more political posts, in particular the NDP had a series of posts concerning hiring more PSWs and providing a wage increase for these essential workers.

What was also interesting was there were a few promotional posts intermingled listing resources for PSW training or education. [Pallium Canada](#) shared a post about LEAP, an online, self-learning palliative care course for personal support workers, care aides, and health care assistants. The [University of Guelph](#) promoted one of their Open Education Curriculums on [@UofG_OpenEd](#) for a Certificate in Advanced Interpersonal Skills for PSW Practice; it is important to note that this was endorsed by The Canadian PSW Network. There were also posts promoting learning from the Future Skills Centre and Home Equity Bank. These posts were clearly utilizing the #PSWDay2022 to attract PSWs as an audience to engage with a product or service.



In general compared to previous years there was also more participation from PSWs, clients, and a stronger presence from PSW advocacy agencies. The Canadian PSW Network was very active on May 19th posting about the election and promoting programs. This was spearheaded by the Chair Lisa Wauchope.

STRATEGY

A two phase approach is recommended to start building the foundations for a successful campaign.

Phase A

Phase A should commence as soon as possible and be focused on increasing authority and audience growth to ensure a base of support. In an effort to start to receive buy-in to PSW Month 2023 it is important to start to establish a consistent presence as a voice for PSWs and build relationships with external partners and PSWs.

The hope is that by increasing the audience base to include more members from the secondary audience, post reach and engagement from current PSWs, PSW students, and advocacy groups will increase. If you or your organization has a list of current partners, these relationships can continue to be cultivated in two ways. First, these partners should retweet or share any PSW related content that is shared on your social media platforms at present⁶. Second, they can also contribute content which you can post. These partners can offer content ideas and topics for social media posts and you can curate and share the partners' own content, creating a partnership where both are able to benefit and amplify each other's content.

To grow the audience consider the following strategies:

- Current and past PSW students should be encouraged in class, through newsletters, via student groups etc. to follow the social media channels which will be posting about PSWs. If possible a student group president or popular staff/faculty member might be able to make a case for following the channel because of its upcoming efforts to include more PSW content.
- Existing partners should be encouraged to follow the your established social media channels, and propose any other network partners who may benefit from the messages that will be shared. Collaboration should be created with these channels so that any upcoming announcements or messages can be flagged to be shared between partners.
- In the [next section](#) is a list of additional partners who might be worth connecting with. These groups can be tagged or mentioned in posts or retweets or if a partnership is established offer content ideas.

Possible Partners

Identifying partners with an interest in PSW work is another way to increase reach. Specific partners that would be of interest to reach out to, tag and connect with because of their affiliation with PSWs could be (but are not limited to):

- **Canadian Institute for Seniors Care [Twitter: @CDNSeniorsCare, LinkedIn: <https://www.linkedin.com/company/canadian-institute-for-seniors-care/>]:** this school in Ontario develops innovative, evidence-informed education, improves workforce development, and strengthens care practices to support care for seniors and their care partners across Canada (Conestoga, n.d.). With a Twitter account and active news feed there are several intersections with PSW Month and content that could be shared.
- **Pallium Canada [Twitter: @palliumcanada, LinkedIn: <https://www.linkedin.com/company/palliumcanada/>]:** “is a national, non-profit organization focused on building professional and community capacity to help improve the quality and accessibility of palliative care in Canada”. As a community of clinicians, educators, researchers, careers, administrators, volunteers, Indigenous leaders and citizen advocates working together to accelerate the integration of palliative care in Canadian communities and health care systems are a great fit fo communication initiatives and PSW Month. First, their audience is made up of the individuals you or your organization are trying to target and, second, they have also created a LEAP Personal Support Worker curriculum for PSWs which you or your organization can post about.
- **OPSEU (Ontario Public Service Employees Union) [Twitter: @OPSEU]:** Includes PSWs as part of the union. This group posts frequently sharing news or media items about PSWs. Partnering with them will help amplify the message of PSW Month, attract PSW audience members, and increase credibility by amplifying or sharing their content that advocates for PSWs.
 - This group was also responsible for creating **PSW Champions Alliance [Twitter: @PswChampions]**. This new group made up of members of OPSEU/SEFPO’s and the PSW Community is advocating for better PSW working conditions, they are a very new organization at

<https://www.pswchampions.com/> but connecting with them might help collect testimonials and have real life responses from PSWs.

- **SEIU Healthcare [Twitter: @SEIUHealthCan]:** Works to improve the lives of healthcare workers, including PSWs, by advocating on their behalf, protecting their rights and creating safer working conditions. Like the OPSEU they represent PSWs in the workforce and could be a great source of audience members and content.
- **OPSWA (Ontario Personal Support Worker Association)** is the Professional Association for PSWs across Ontario. They continue to strive to improve the professional status of the Personal Support Workers of Ontario through advocacy for excellence and consistency in training, services, and working conditions. They have a Facebook and Instagram account which feature media releases, events that can be promoted, talks etc. that could be curated and promoted to your or your organization's audiences.
- **CANSWA (Canadian Support Workers Association)** continue to strive to improve the professional status of the Support Workers across Canada through advocacy for excellence and consistency in training, services, and working conditions. Similar to OPSWA their social media presence is limited to Instagram, but they do have content which can be curated.
- **The Canadian PSW Network [Twitter: @ThePSWNetwork LinkedIn: <https://www.linkedin.com/company/pswnetwork/>]** started in 2018 and is an established group of PSWs who wish to make the world a better place for all PSWs and frontline healthcare workers. This group has a strong voice on social media with 1765 followers on Twitter. They would be a great resource for content and audience growth, and an endorsement from them could help ensure success for PSW Month.
 - They also have a very active Chair **Lisa Wauchope [Twitter: @LisaWauchope1]**, she would be a great community leader to have endorse PSW Month and support the initiative.
- Another partner might be the **University of Guelph [Twitter: @UofG_OpenEd]** their Open Education Curriculums is offering a Certificate in Advanced Interpersonal Skills for PSW Practice. The certificate was endorsed by the Canadian PSW Network and importantly as another institution offering PSW training this might be a valuable resource to get buy in from and share information about.
- **Personal Support Workers HQ (<https://personalsupportworkerhq.com/>)** appears to be a member curated repository for courses and other PSW related content such as salary comparisons and career advice. This is not an officially endorsed site so any content collected from here should be vetted. They also have no social media.

Posting Practices

During this phase PSW-centred posting should take place, ideally in a consistent manner, at minimum once a week; some weeks might have more content based on current events. The goal is to establish a trend of PSW centred posting so audience members see value in following you or your organization. Once posts are on your Twitter they will be retweeted by others in your Twitter network. These posts will help attract and grow your audience by offering them valuable information and positioning you or your organization as a credible authority. Prior to PSW Month

it is important to start creating and sharing owned content and curating content from partners. This initial content should garner trust, be accurate, relevant, etc., to ensure that it not only reaches your stakeholders but impresses them.

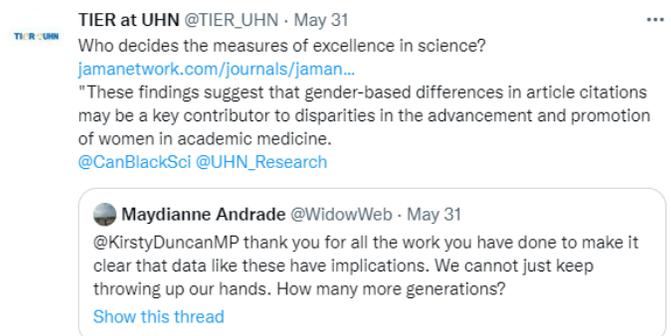
Beveridge's article (2021) highlights eight tips for crafting unique post messages, more information on best posting practices can be found in the [Twitter Best Practice Guide](#) (page 12) and [LinkedIn Best Practice Guides](#) (page 16):

1. Optimize content for each network
2. Write an awesome caption or headline
3. Don't forget to edit.
4. Post at the right time
5. Don't post too much
6. Share content in the right places
7. Use a scheduling tool
8. Have a clear call to action

Depending on specific requirements, posts should be structured to fit each platform considering word count and graphic dimensions (see [Visuals](#) on page 9). Grammar should be correct and [hashtags](#) and mentions incorporated into the text, possibly in an organic way but they can also appear at the end of the post. The use of link shorteners such as bitly (<https://bitly.com/>) will help save characters.

Ideally, posts should be structured with an opening statement that creates interest, such as a question or important fact. It is important to also incorporate a *call to action* (CTA). A call to action is an instruction to the audience designed to provoke an immediate response, usually using an imperative verb such as "call now", "find out more" or "visit a store today". For social media, a call to action is critical in posts so that a passive viewer takes action and engages with the content in a more meaningful way. "CTA can simply help you attain certain goals by simply requesting your [viewers] to do a simple task" (Marketing Doorway, n.d.). The call to action should express both urgency and provoke an emotion to help elicit a response. Consider using numbers and adjectives to get people excited to participate (Quadros, 2021).

The post on the right has a great opening question and a really interesting quote, but it would benefit from use a link shortener so the link does not cut off and the use of a call to action to encourage reading the article, i.e. "*Read the article by @ChatterjeePaula and @rm_werner now to see how these disparities add up!*" This particular topic would be one where tagging the author might be relevant and help increase reach.



Phase B

While the posting executed in Phase A helps establish consistency, grow credibility as a PSW advocate, and grow the followers the payoff should be structured to occur in Phase B. From **January to April** a bigger push can occur to explicitly promote PSW Month and continue to increase PSW awareness and advocacy.

First, having established relationships with partners and grown the audience to include more PSWs, it is important to have these members share, whether by request or through anticipation, posts that start to mention PSW Month.

Second, the efforts made in Phase A to build authority and connection will also allow for both the creation and curation of content. In the months leading up to PSW Month a content library can be built (or the one provided adapted) to help meet content needs.

The section [Content Sources](#) on page 23 offers ideas for posts and some suggestions on where to find content but it is important to keep an eye out for ongoing news stories, studies, projects, etc. that could make for good posts. Flexibility is required so that timely relevant content is also delivered. The [posts provided in this report](#) for January to April as part of the *PSW Month Promotion Push* can serve as evergreen content but diversifying these posts with current content will help resonate with the audience and allow them to weigh in on new or current topics. It is also important to acknowledge important dates that might coincide with posts to help draw in relevant audiences, for example International Women's Day, National Physicians Week is recognized annually from March 25 to 31, and other holidays can help add a touch of relevance to the posting schedule while leveraging current events.

For example, on May 27th an article, ['We feel forgotten': The toll the PSW shortage is taking on patients' care in Ontario](#) was published by the CBC speaking about PSW and patient burnout. Sharing the article and pairing it with a message about advocacy and similar burnout expressed by PSWs you are connected to will provide curated content which is relevant and timely to the audience. Demonstrating the connection between the audience and article will help elicit responses. The inclusion of a call to action can help meet objectives. See example below on how a post could be prepared to share the article as a curated piece of content.

Sharleen Stewart, president of @SEIUHealthCan says, "Graduates coming out of the PSW colleges go into the profession and we're seeing that they don't last more than three months because of the working conditions" Read now <https://bit.ly/3bfIOGh>

Retweet if you agree. #PSW #PSWs

Scheduling

For this strategy an **assumption** has been made that you and/or your organization will have a number of different priorities that you are posting about. Therefore, you would only be able to only commit about 4 to 5 posts per month to PSW related topics when balanced with other priorities. A good way to look at this would be to post once a week. Current event posts would take priority but a list of evergreen content would be available to ensure there is always

something to share. If Phase A has been adhered to this weekly posting pattern will continue into Phase B and maintain the consistency the audience has come to expect. The posts should be diversified incorporating different content ideas. The timing for the posts on Twitter should ideally take place between Monday and Friday between 8AM to 11AM (Keutelian, 2022)., and the date and time should be chosen based on patterns of usage, historical audience presence and engagement, and, ultimately, calendar availability.

A simple structure to follow would be to divide the posts for each month into different categories. In the model below they have been structured with:

- **1 informative post:** a post promoting PSW Month or another information based piece of content, for example testimonials. Including an advocacy statement would also help create dialogue.
- **1 fact-based post:** this post could highlight a statistic about PSWs or a piece of research. This content will likely have an advocacy angle highlighting where changes need to be made.
 - From observations during PSW Day 2022, these posts are the trickiest to post as expressing an opinion on a public forum can be tricky for professions to endorse. Whenever possible facts should be retrieved from sources you are connected to, so that there is a direct affiliation.
- **1 action-based post:** This post will explicitly be motivated by asking the audience to participate in some form, it should have a clear call-to-action, asking for this participation.
 - This will create user-generated content which can be used throughout PSW Month and help support the initiative with unique created media.
 - However, during PSW Day 2022 it was identified that the current audience has low engagement rates. Hopefully, cultivation activities during Phase A will attract more active audience members
- **1 curated post:** These posts can mix both internal and external posts. Externally, partners and affiliates could have their content shared by or shared on their behalf by your organization.
 - As part of curation, you can start to employ hashtag monitoring tools to keep track of popular hashtags relevant to the industry, for example #PSW, #PSWs, and #PersonalSupportWorkers. Influencer Marketing Hub wrote the article [Top Free Hashtag Tracking Tools for Social Media \(2022\)](#). Some popular options from the list are: [TweetDeck](#) (exclusively for Twitter), [Twubs](#) (exclusive to Twitter), [Hashtagify](#) and [Social Searcher](#). Inputting in a hashtag will return recent news and some analytics (depending on the platform) surrounding the hashtag. These posts can be mined for content; (1) shared via your or your organization's social media channels or (2) curated as part of evergreen content for future use.

This model does not have to be followed as responding to current events may result in different posts and content.

Important Note: While the following are proposed posts and content ideas for the preceding months it is important that each post be considered in the context of when it is posted. Recent news stories, events, or other unpredictable occurrences can dramatically impact the effectiveness or reception to a post. Below a structure is supplied along with sample posts to allow for adaptability in the face of these uncertainties.

Important Dates to Acknowledge

This is a short list of some dates that would be helpful to acknowledge in the posting schedule. The Canadian government provide a full list of health promotion days here:

<https://www.canada.ca/en/health-canada/services/calendar-health-promotion-days.html>.

- Statutory holidays (Thanksgiving, Christmas, New Year, Easter, Remembrance Day, National Day of Truth and Reconciliation, etc.)
- November 29 Giving Tuesday
- Black History Month in February
- March 8 International Women’s Day
- March 25 to 31 National Physicians’ Week

Using UHN’s PSW social media activities as a sample, the examples and timelines provided below can be modified and used to guide your social media campaign.

Model Posts Phase A - Present to December

Post	LinkedIn	Twitter
<p>Example of testimonial /informative post</p> <p><i>Post in September for new students</i></p>	<p>#PersonalSupportWorkers make a difference. #PSWs are essential to patient care.</p> <p>"One of my residents, asked me to hold my hand and they told me that I was doing a great job and that they’re really happy and fortunate to have such great care in our facility and then just a couple of hours later she did pass on. Very peacefully, thankfully, but I think the wholehand-holding experience will be with me for a very long time because it did very much affect me when she passed away."</p> <p>Like and share your own stories.</p>	<p>Current and future #PersonalSupportWorkers you make a difference! #PSWs matter as part of patient care.</p> <p>"One of my residents, asked me to hold their hand and they told me that I was doing a great job and that they’re happy and fortunate to have such great care in our facility"</p>
<p>Example fact based post for September</p>	<p>#PSWs are a critical part of our healthcare system and patient care but did you know 5% of</p>	<p>Did you know 42% of #PSWs in Ontario identify as a visible minority? 5% are Indigenous, 18% Black and</p>

<p><i>Post around September 30th to coincide with National Day of Truth and Reconciliation</i></p>	<p>#PersonalSupportWorkers identify as Indigenous?</p> <p>We stand with #NationalDayofTruthandReconciliation #NDTR2022 and our Indigenous PSWs. Thank you for everything you do.</p> <p>Source: https://bit.ly/3zl0uZR</p>	<p>14% Filipino #PersonalSupportWorkers come in all visibilities. We stand with #NationalDayofTruthandReconciliation #NDTR2022 and our Indigenous PSWs https://bit.ly/3zl0uZR</p>
<p>Example of action based post, ask to like</p> <p><i>Post in October, this is evergreen content but there might be an announcement this coincide with</i></p>	<p>Did you know that #PSWs provide 70% to 80% of community care in the home? #PersonalSupportWorkers are essential. The home care provided by PSWs throughout COVID-19 allowed patients to be discharged into the community ensuring their safety and limiting stress on healthcare systems.</p> <p>Like to show your support. Source: https://bit.ly/3NqOgCg</p>	<p>#PSWs provide 70 to 80% of community care in the home! Thanks to PSW home care during COVID-19 and beyond hospitals have been able to discharge patients into the community. #PersonalSupportWorkers are essential. Like to show your support. Source: https://bit.ly/3NqOgCg</p>
<p>Example of curated content from UHN KITE by sharing internal resource.</p> <p><i>Post in November or December around snow fall</i></p>	<p>Check out Toronto Rehabilitation Institute's (KITE UHN) work on rating winter footwear. #PersonalSupportWorkers this Winter make sure to check www.ratemytreads.com to ensure you have the best rated treads for those icy steps. Ask if your employers will subsidize these costs to ensure your safety! We're making #PSWs safety a priority.</p>	<p>Winter will be starting soon! @kite_uhn has been developing a rating system for winter footwear, www.ratemytreads.com Take a moment to explore the best-rated treads. We're making #PSWs safety a priority. #PersonalSupportWorkers</p>

Weekly Model Posts Phase B - January to April

January

Post	LinkedIn	Twitter
<p>#1 fact</p>	<p>Did you know that approximately 40% of #PersonalSupportWorkers have left the health care sector after graduating or within a year of training? https://bit.ly/3QCoQV8</p>	<p>Approximately 40% of #PersonalSupportWorkers have left the health care sector after graduating or within a year of training. We want to advocate for change in #PSWMonth2023 Join the</p>

	<p>We recognize that new students and current #PSWs need support. In May we plan to launch #PSWMonth2023 to explore and advocate for #PSWs</p> <p>Join the conversation. What do you think needs to change?</p>	<p>conversation. What needs to change? Source: https://bit.ly/3QCoQV8</p>
#2 action	<p><u>Poll Post</u> In May we are planning to celebrate #PSWs in #PSWMonth2023 what do you think we should talk about? Retweet to spread the word! #Personalsupportworkers</p> <ul style="list-style-type: none"> • Success stories • Interprofessional teams • Advocacy & recognition • Safety 	<p><u>Poll Post</u> In May we are planning to celebrate #PSWs in #PSWMonth2023 what do you think we should talk about? Retweet to spread the word! #Personalsupportworkers</p> <ul style="list-style-type: none"> • Success stories • Interprofessional teams • Advocacy & recognition • Safety
#3 curated	<p>#PersonalSupportWorkers University of Guelph's Open Education Curriculum offers a Certificate in Advanced Interpersonal Skills for PSW Practice. A brand-new online continuing education program designed to help deepen your #PSW practice. Register now for a new semester https://fal.cn/3oLEq</p>	<p>#PSWs University of Guelph @UofG_OpenEd is offering a Certificate in Advanced Interpersonal Skills for PSW Practice. A brand-new online continuing education program designed to help deepen your #PSW practice. Register now at https://fal.cn/3oLEq</p>
#4 informative	<p>#PersonalSupportWorker stories highlight how #PSWs continue to be essential to our healthcare system. PSWs are burning out.</p> <p>"The hardest things right now during our shifts is being understaffed and the long hours and I think the top one is just not having the ability to have that time with the residents and be able to talk to them"</p> <p>#PSWs face these situations daily. Join us in May for #PSWMonth2023 to support.</p>	<p>"The hardest things right now during our shifts is being understaffed and the long hours and I think the top one is just not having the ability to have that time with the residents and be able to talk to them" #PSWs face these situations daily. Join us in #PSWMonth2023 to support</p>

	What needs to change?	
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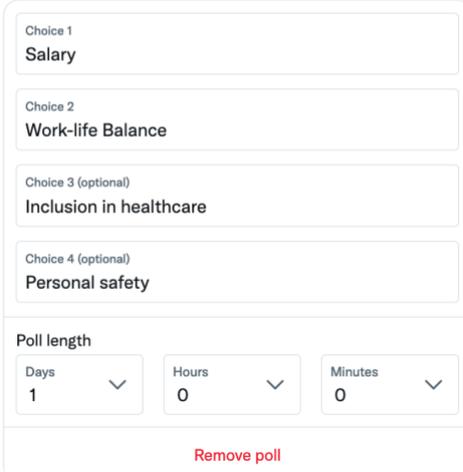
February

Post	LinkedIn	Twitter
#1 informative <i>Recognition of Black History Month</i>	#PersonalSupportWorkers come in all kinds. Did you know 18% of #PSWs identify as Black? We celebrate our Black #PSWs during #BlackHistoryMonth https://bit.ly/3zl0uZR	Did you know 18% of #PSWs identify as Black? #PersonalSupportWorkers come in all visibilities. We stand with our Black PSWs during #BlackHistoryMonth https://bit.ly/3zl0uZR
#2 fact	In May we are starting #PSWMonth2023. #PersonalSupportWorkers need recognition because of statistics like this: According to Health Force Ontario, 50% of personal support workers are retained in the health care sector for fewer than 5 years, and 43% left the sector due to burnout of working short staffed. https://bit.ly/3Oj7z1P We want others to join the conversation to advocate for change!	Did you know 43% of #PersonalSupportWorkers left the sector due to burnout in the last 5 years? Join the conversation. Like to show your support for #PSWs and join us in May for #PSWMonth2023 https://bit.ly/3Oj7z1P
#3 action	#PersonalSupportWorkers what is the biggest challenge you face? Is working conditions, wages, safety? We want to hear from you. #PSWs, doctors, and nurses comment with your thoughts or fill out the survey [insert link to survey here] .	#PersonalSupportWorkers what is the biggest challenge you face? We want to hear from you. #PSWs, doctors, and nurses comment with your thoughts or fill out the survey [insert link to survey here] .
#4 curated	The University Health Network and CAPE Education has developed a Homecare Curriculum which helps #PersonalSupportWorkers learn	Make sure to check out the education available from CAPE Education at @UHN. Our Homecare Curriculum helps #PSWs learn how to handle responsive behaviours. Free to

	<p>to provide care to seniors experiencing delirium, dementia, or depression.</p> <p>Free to #PSWs join these classes to learn new skills. https://www.capelearning.ca/</p>	<p>#PersonalSupportWorkers join these classes to learn new skills. https://www.capelearning.ca/</p>
#5 informative	<p>Slips, trips & falls are the 3rd highest occurring injury in health and community care. Ensure #PSWs safety by cleaning walkways and stairs https://bit.ly/3zWR5YV Check www.ratemytreads.com by @kite_uhn they have been developing a system for winter footwear.</p>	<p>Slips, trips & falls are the 3rd highest occurring injury in health and community care. Ensure #PSWs safety by cleaning walkways and stairs https://bit.ly/3zWR5YV Check www.ratemytreads.com by @kite_uhn they have been developing a system for winter footwear.</p>

March

Post	LinkedIn	Twitter
#1 fact March 8th to honour International Women’s Day	<p>Did you know of the 1746 #PersonalSupportWorkers surveyed by @UHN 94% are women! Today on #InternationalWomensDay we want to support the tireless work you do providing patient care and support. Like in support!</p>	<p>For #InternationalWomensDay we wish to celebrate our #PSWs! Of the 1746 #PersonalSupportWorkers surveyed by @UHN 94% are women! Thank you for the work that you do! Like in support!</p>
#2 action	<p><u>Poll Post</u> What do you think is the most important issue facing #PSWs today? Answer the poll in 72 hours to let us know what worries you most. #PersonalSupportWorkers did we miss something comment and let us know! We want to share these discussions in May #PSWMonth2023</p> <ul style="list-style-type: none"> ● Salary ● Work-life Balance ● Inclusion in healthcare ● Personal safety 	<p><u>Poll Post</u> What do you think is the most important issue facing #PSWs today? Answer the poll in 72 hours to let us know what worries you most. #PersonalSupportWorkers did we miss something comment and let us know! We want to share these discussions in May #PSWMonth2023</p> <ul style="list-style-type: none"> ● Salary ● Work-life Balance ● Inclusion in healthcare ● Personal safety

		<p>What do you think is the most important issue facing #PSWs today? Answer the poll in 72 hours to let us know what worries what you most. #PersonalSupportWorkers did we miss something comment and let us know! We want to share these discussions in May #PSWMonth2023</p> 
#3 curated	<p>Looking for a community advocating and supporting #PersonalSupportWorkers? PswChampions is a new group made up of members of OPSEU /SEFPO's #PSWs Community. Check out their site https://www.pswchampions.com/ to learn more.</p> <p>Like and share. Don't forget to join the conversation in May #PSWMonth2023</p>	<p>@PswChampions is a new group made up of members of @OPSEU /SEFPO's #PSWs Community. Check out their site https://www.pswchampions.com/ to learn how #PersonalSupportWorkers can be advocates! Like and share. Don't forget to join the conversation in May #PSWMonth2023</p>
#4 informative	<p>University Health Network is developing a month dedicated to #PersonalSupportWorkers in May 2023 #PSWMonth2023. We want to celebrate all the hard work of #PSWs. This extends to students at Cennential College, The University of Guelph, #PSWs new and old! Like and share to get the word out.</p>	<p>@UHN continues to support #PSWs and our students. We want to celebrate #PersonalSupportWorkers in May with a full month dedicated to their hard work! #PSWMonth2023 Like and Retweet to get the word out. @CentennialEDU</p>

April

Post	LinkedIn	Twitter
#1 fact	<p>We want to hear your stories #PersonalSupportWorkers. Statistics have shown 58% of employees in long-term care are #PSWs what have you learned in this role? Clients what are your stories? Comment or fill in our survey [insert link here] #PSWMonth2023 Source: https://bit.ly/3Oj7z1P</p>	<p>Did you know 58% of employees in long-term care are #PersonalSupportWorkers? In May we'll be celebrating #PSWMonth. #PSWs let's celebrate your contributions in May. Share your stories now! Comment or fill in our survey [insert link here] #PSWMonth2023 Source: https://bit.ly/3Oj7z1P</p>
#2 action	<p>What is your favourite #PersonalSupportWorkers care story? We are looking for stories that highlight and inspire how indispensable #PSWs are in our healthcare system. Reply or click the link [insert link here] to send us a story! #PSWMonth2023 is our time to celebrate these workers!</p>	<p>What is your favourite #PersonalSupportWorkers care story? We are looking for stories that highlight how indispensable #PSWs are in our healthcare system. Reply or click the link [insert link here] to send us a story! #PSWMonth2023 is our time to celebrate these workers!</p>
#3 curated	<p>#PSWs Pallium Canada has developed a the LEAP Personal Support Worker course for #PersonalSupportWorkers this course provides essential competencies to provide a palliative care approach. Check it out here: https://www.pallium.ca/course/leap-personal-support-worker/</p> <p>LEAP courses are developed and peer-reviewed by volunteer pan-Canadian teams of subject matter experts who are committed to promoting the palliative care approach.</p>	<p>#PSWs check out LEAP Personal Support Worker course from @palliumcanada. For #PersonalSupportWorkers this course provides essential competencies to provide a palliative care approach. Check it out here: https://www.pallium.ca/course/leap-personal-support-worker/ #PSWMonth2023</p>
#4 informative	<p>Next month marks the start of @UHN #PSWMonth2023. We are excited to share this month with #PersonalSupportWorkers. Join us on May 1st for awareness</p>	<p>Next month marks the start of @UHN #PSWMonth2023. We are excited to share this month with #PersonalSupportWorkers. Join us on May 1st for awareness week!</p>

	week! #PSWMonth #PSWs Stories welcome! [insert link here] Like to show support!	#PSWMonth #PSWs Stories welcome! [insert link here] Like to show support!
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EVALUATION & METRICS

At various intervals it is important to review and look back at the content being delivered to ensure it is meeting objectives. Assessing the analytics of successful posts helps identify what content resonates with your audience and allows for responsive adaptations both prior to, during, and after PSW Month.

Based on the proposed objectives many metrics being measured will focus on awareness and engagement as these provide insight into the response towards the content. The metrics to track are from Eddie Shleyner’s article (2020) *19 Social Media Metrics That Really Matter—And How to Track Them*, each post should have these metrics calculated and analyzed throughout the campaign on any platforms on which the post appears.

- **Post Reach:** denotes how many people have seen a post since it went live. This metric is easy to find and it denotes how many times a post has been seen. Depending on whether the numerator is a) the number of impressions or b) the number of unique viewers, the percentage indicates how far the post has reached. This is an actionable metric, since it is affected by the *timing* (i.e., when is your audience online?) and the *content* (i.e., what does your audience find valuable?) of the post. On Twitter this value is measured by impressions divided by total followers multiplied by 100.

Awareness Metrics Post Reach

Measure Post Reach

Total Followers

×

100

=

**Post Reach
Percentage**



- **Applause Rate** is the number of approval actions (e.g., likes, favorites) a post receives relative to the total number of followers. When a follower likes or favorites a post, they acknowledge that it’s valuable. Knowing what percentage of the audience finds value in what is posted will inform content choices moving forward.

Engagement Metrics Applause Rate

$$\frac{\text{Total Approval Actions}}{\text{Total Followers}} \times 100 = \text{Applause Rate Percentage}$$



- Average Engagement Rate is the number of engagement actions (e.g., likes, shares, comments) a post receives relative to the total number of followers. It's an important metric because higher engagement means content is resonating with the audience. Similar to the applause rate, knowing what an audience likes should inform future posts on the channel.

Engagement Metrics Average Engagement Rate

$$\frac{\text{Total Likes, Comments \& Shares}}{\text{Total Followers}} \times 100 = \text{Average Engagement Rate Percent}$$



- Amplification Rate is the ratio of shares per post to the number of overall followers. Coined by [Avinash Kaushik](#), author and digital marketing evangelist at Google, *amplification* is “the rate at which your followers take your content and share it through their networks.” Basically, the higher the amplification rate, the more willing followers are to associate themselves with your content and promote you and/or your organization.

Engagement Metrics Amplification Rate

$$\frac{\text{Total Post Shares}}{\text{Total Followers}} \times 100 = \text{Amplification Rate Percentage}$$



- Virality Rate is the number of people who shared the post relative to the number of unique views (i.e., impressions) it had during a reporting period. The virality rate goes beneath the surface. It's about more than just likes it's about how the post was shared relative to the number of people who saw it. On Twitter impressions does not distinguish between unique viewers compared to all views so it is important to take this into consideration when assessing this metric.

Engagement Metrics Virality Rate

$$\frac{\text{Number of Shares}}{\text{Number of Impressions}} \times 100 = \text{Virality Rate Percentage}$$



- Click-Through Rate, or CTR, is how often people click on the call-to-action link in the post. Not to be confused with other engagement actions (e.g., shares, likes, comments), CTR is specifically tied to a link that brings the audience to additional content. Tracking CTR, often and accurately, will give insight into how compelling the offer to “find out more” is to the target audience.

Conversion Metrics

Click-Through Rate (CTR)

$$\frac{\text{Total Clicks}}{\text{Total Impressions}} \times 100 = \text{CTR Percentage}$$



Applying Metrics for Phase I

Using the posts delivered during Phase I below are the calculations to demonstrate the metrics in action. This is one example. For Twitter, the following analytics are provided:

- Likes: indicated by the heart icon (included as part of engagement)
 - Retweets/shares: indicated by the double arrow icon (included as part of engagement)
 - Comments: indicated by the speech bubble (included as part of engagement)
 - Impressions: times the tweet was seen on Twitter
 - Engagements: Total number of times a user has interacted with a Tweet. This includes all clicks anywhere on the Tweet (including hashtags, links, avatar, username, and Tweet expansion), retweets, replies, follows, and likes.
 - Detail Expands: Times people viewed the details about this Tweet
 - New Followers: Follows gained directly from this Tweet
 - Profile Visits: Number of profile views from this Tweet
 - Link Clicks: Number of clicks on any URL in this Tweet
-
- Post Reach: $(\text{impressions}/\text{followers}) \times 100 = (3260/332 \text{ followers}^7) \times 100 = 982\%$
 - This tweet was heavily shared across social media platforms allowing for a massive post reach across multiple audiences across Twitter.
 - Applause Rate: $(\text{total approval actions} [\text{likes}]/\text{total followers}) \times 100 = (36 \text{ likes}/332) \times 100 = 11\%$
 - Average Engagement Rate: $(\text{Total likes, comments, and shares}/\text{total followers}) \times 100 = (72 [\text{engagements}]/332) \times 100 = 22\%$

× Tweet Analytics



⁷ Followers as of June 7, 2022

- Amplification Rate: $(\text{total post shares}/\text{total followers}) \times 100 = (11/332) \times 100 = 3\%$
- Virality Rate: $(\text{number of shares}/\text{number of impressions}) \times 100 = (11/3260) \times 100 = 0.33\%$
- Click-Through Rate: Non applicable

Phase 2 - PSW Month

MAY 2022



SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
Week 1: Awareness						
10	11	12	13	14	15	16
Week 2: Education						
17	18	19	20	21	22	23
Week 3: Recognition						
24	25	26	27	28	29	30
Week 4: Interprofessional Inclusion						

Once May commences, PSW Month should begin in earnest. **Posting should occur at minimum once a day and each post should be hashtagged with #PSWMonth2023.** If the awareness efforts cultivated during Phase I have been successful, the audience and partners should be ready to engage with the month and share the content. The efforts of Phase I will have worked to build awareness of the month and encourage participation building upon the goodwill created throughout the year.

During PSW Month, each week will focus on a different theme to help reinforce and support PSWs. Content will be collected from a myriad of sources but hopefully the efforts to cultivate partnerships, posts promoting story sharing, and ongoing curation of media has accumulated a supply of content from both external and internal sources which can be distributed between each week.

Below are some examples of how you might lay out your strategy plan.

VISION

Creating awareness and emphasizing the value of personal support workers (PSW).

GOAL

Use PSW Month in May to promote awareness and celebrate personal support workers (PSW) through the use of social media.

OBJECTIVE(S)

- Receive 10 engagement actions⁸ per post by May 31st, 2023.
- When links are provided receive two click-throughs on each post by May 31st, 2023..
- Earn 75 impressions⁹ per post by May 31st, 2023.

STRATEGY

The original group structured their posts around four weeks in May and each has a unique theme on which to focus:

- **Week 1 Awareness:** This week focuses around testimonials of PSWs in the field from a variety of different perspectives. These may have been collected from students, professionals, homecare services, and clients whether from interviews, documents, or reports throughout the year.
- **Week 2 Education:** This week centers around learning opportunities for PSWs and other resources that might be valuable for PSW professional development. Connecting with the [Proposed Partners](#) (page 26) and any current partners you have is also critical as many of them have resources and training programs possibly of interest to PSWs which could be shared during this week.
- **Week 3 Recognition:** Is about representing PSWs and considering how advocacy plays a role in increasing their representation. Working with [Proposed Partners](#) like The Canadian PSW Network, SEIU Healthcare, and OPSEU would be invaluable as these groups advocate for better PSW working conditions and can provide some great talking points.
- **Week 4 Interprofessional Inclusion:** Focuses on strategies for different health care professionals to work together and why these teams including PSWs are important to client care.

Having assessed the posts completed during the months prior the team should have a good idea of the types of content which resonates with the audience and have been able to curate content that is similar in nature.

For PSW Month hashtags could include #psw, #PSWs, #PSWMonth, and #PSWMonth2023. These hashtags reflect the event and can be complemented with other hashtags such as #PSW[insert adjective or week theme] to match each week of the month. Including #PersonalSupportWorkers will also help identify the audience.

⁸ Engagement actions (e.g., likes, shares, comments) a post receives

⁹ **Impressions** are the number of times your content is displayed, no matter if it was clicked or not but **reach** is the number of unique people who see your content.

Important Dates

With PSW Month taking place in May an important source of content and social awareness is to acknowledge many of the other days of recognition that take place. These additional posts acknowledge the care being provided by healthcare professionals. Below is a sample list of both national and provincial dates but for a full list of national health promotion days go here:

<https://www.canada.ca/en/health-canada/services/calendar-health-promotion-days.html>

- May is also recognized as National Physiotherapy Month. A post offering support for these other healthcare workers will be a show of good faith.
- May 1 is National Physicians' Day
- May 1 to 6 Mental Health Week
- May 10 is #PTADay for Physiotherapists and Physiotherapist Assistants
- May 12 is #InternationalNursesDay and the week in which this day falls is #NationalNursingWeek
- May 19th is #PSWDay
 - Acknowledging this date is particularly important as this will likely be the date with the highest traffic and engagement because people will be actively seeking out PSW content. There should be a number of posts planned and potential collaborations and shares from affiliates and partners to help amplify content; this is an opportunity to make PSW Month visible and increase awareness in the later half of the month. All posts on this date should be tagged #PSWDay, #PSWDay2023, #PSWMonth2023.

Posting Schedule in PSW Month

Ideally, posting two to three times a day will help solidify the event's prominence and importance, but recognizing you may have other content that you need to feature, it is suggested that at least one post occur per day promoting PSWs. This post should take place in the morning between 8:00 to 10:00 AM in order to capture the audience's attention, or following the audience patterns observed during Phase II so that posting occurs at peak times. Similarly, you could post on LinkedIn to share content across multiple channels.

Posting will take place Monday to Friday to align with the working hours of most of the audience members; exceptions can be made for important dates/events or an acknowledgement can be made on the nearest closest business day.

For #PSWDay2023 it is important multiple posts be made during the day both promoting #PSWMonth2023 and showing support for PSWs on their provincial day of recognition.

Possible Posts for PSW Month 2023

Given the time until 2023 it is hard to predict possible topics of interest and available content but below are a few models posts based on current available content that can be incorporated, pending review, into PSW Month 2023.

Throughout Phase I, efforts should have been made to curate and create content for use during #PSWMonth2023. However, there are a number of sources that can be used to help build the content library for May 2023.

- Review the list of [Content Sources](#) on page 22.
- Collect any responses or comments given during the questions asked in Phase I, these can be used in posts.
- Curate external and internal articles and media that can be discussed during PSW Month; it is important that these pieces of content qualify as evergreen content (i.e. no set expiry or timeline for delivery) and can be shared at any time with the audience.
- Coordinate with partners (if you have any current partners, or have reached out to [Proposed Partners](#) – page 27) to see if they have any media to share or content that can be retweeted/shared on a particular date. They might also be able to offer content ideas or create media which you can then share.
- Use a hashtag tracking tool to collect potential content or amplify content posted throughout the month. Information on hashtag trackers can be found on page 30.
- There is also the potential to rework and reshare older posts used in previous PSW months, or from Phase I. To employ this strategy these posts should be rewritten or presented in a new and meaningful way that transforms them.

May 1 to May 5: Week 1 Content - Awareness

(add hashtag #PSWMonthAwareness)

As this week focuses around awareness about PSWs it will include testimonials from PSWs, clients, healthcare professionals, etc. This week is about celebrating PSWs and all they do.

Potential Sources

- During Phase I, distribute via social media, newsletters, etc. a survey to partners, students, affiliates, etc. to collect testimonials.
 - Review comments on posts to see if there are testimonials that can be used.
- Ask PSW practicum students as well as their advisors or clients to share stories and experiences.

Example Posts

Post	LinkedIn	Twitter
Suggested Date May 1 Informative Post	Thank you everyone and #PersonalSupportWorkers for joining us for #PSWMonth2023. This month we recognize and raise awareness for #PSWs. These indispensable members of healthcare teams are being celebrated since PSWs provide 70% to 80% of community care in the home. Source:	Thank you #PersonalSupportWorkers for joining us for #PSWMonth2023. This month we recognize and raise awareness for #PSWs. Like to show support! Join the dialogue!

	<p>https://doi.org/10.1186/s40886-018-0069-x</p> <p>Like to show support! Join the dialogue!</p>	
<p>Suggested Date May 1 Informative Post</p>	<p>Join us in recognizing #PhysiotherapyMonth. The start of national #MentalHealthWeek and national #PhysicianDay.</p> <p>Patient care comes in all forms and kinds. Thank you to the tireless individuals who put patient care first.</p>	<p>This month is not just about #PSWs we acknowledge the importance of #PhysiotherapyMonth. The start of national #MentalHealthWeek and national #PhysicianDay. Thank you for everything you do as part of patient care!</p>
<p>Suggested Date May 2 Testimonial</p>	<p>#PSWMonthAwareness “My wife moved to a new memory care facility that had just opened that was designed and staffed to optimize care of dementia patients. All the PSWs have training in dementia care and have chosen to work in the unit. My observation is that this facility is a good example of the best in residential dementia care and its success is entirely due to the competence and skill of the PSWs who make it run.” E.C. Faculty Rep #PSWMonth2023 We want to hear your stories #PSWs</p>	<p>#PSWMonthAwareness “My wife moved to a new memory care facility that had just opened that was designed and staffed to optimize care of dementia patients. All the PSWs have training in dementia care and have chosen to work in the unit” #PSWMonth2023 We want to hear your stories #PSWs</p>
<p>Suggested Date May 3 Testimonial</p>	<p>“Before she died my mother took a tumble and broke her left hip...One of her #PSWs from her long term care home spoke to me about skin care while my mother was hospitalized so I knew to ask for booties for her feet and to be on the alert for pressure sores...The care she received from her PSW's once she was home was spectacular. She recovered very quickly once she was back in their care and she was back out in the general population of the home in about 10 days. No infections, no</p>	<p>“Before she died my mother took a tumble and broke her left hip...When she was released the care she received from her #PSWs once she was home was spectacular. She recovered very quickly once she was back in their care.” #PSWMonth2023 Share your stories #PSWMonthAwareness</p>

	<p>pressure sores, and a full recovery.” C.H., Daughter #PSWMonth2023</p> <p>#PersonalSupportWorkers are able to ensure recovery and care. Share your stories #PSWMonthAwareness</p>	
May 4	<p>"Before the pandemic, we had a shortage of PSWs and now we have more and more people going off work because they're afraid. A lot of the staff are working double shifts just to try to get through because you have to look after the residents." Support is needed for #PersonalSupportWorkers. Like and share your stories! #PSWMonth2023 #PSWMonthAwareness</p>	<p>"Before the pandemic, we had a shortage of #PSWs and now we have more and more people going off work because they're afraid. A lot of the staff are working double shifts just to try to get through because you have to look after the residents." #PSWMonth2023 Share your stories #PSWMonthAwareness</p>
May 5	<p>#PSWMonthAwareness “My mom, Mae, turns 80 years old in June and she has lived in long term care for five years. She has vascular dementia but she also has two daughters, one son and one grandson. Mae’s #PersonalSupportWorkers know that family means everything to her. They know Mae loves Nova Scotia, diet coke and flowers. PSWs have held my mom’s hand when receiving a vaccination because she was scared...They know when she is having a bad day and how to make it better. No one else has this kind of knowledge - making Personal Support Workers essential to the interprofessional healthcare team. I was surprised #PSWs were not included in the yearly family meetings. Thank you to all the personal support workers who have cared for my mom. You make the health care team stronger and more patient</p>	<p>#PSWs know when my mother Mae is having a bad day and how to make it better. No one else has this kind of knowledge - making Personal Support Workers essential to the interprofessional healthcare team. Like and share. #PSWMonth2023 #psw #ThankaPSW #PSWMonthAwareness</p>

	centred. You are deeply appreciated.” R.T., RN Student #PSWMonth2023 #psw #ThankaPSW	
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May 8 to May 12: Week 2 Content - Education

(add hashtag #PSWMonthEducation)

This week focuses around education - training, resources, tools, tips and tricks - that would be helpful to PSWs or enhance their education. This content should appeal and be accessible to both students as well as current PSWs as education is invaluable for any lifelong learner.

Potential Sources

- Posts about educational resources or specific educational content along with screenshots and quotes from the course. Different parts of the course could be highlighted across a series of posts to drum up interest in the program overall and highlight learning objectives.
- If the programs can be vetted it would be great to share what other groups or institutions are doing to educate PSWs.
 - Pallium Canada’s LEAP Personal Support Worker curriculum for PSWs
 - University of Guelph’s Open Education Curriculums Certificate in Advanced Interpersonal Skills for PSW Practice
 - OPSEU’s PSW Champions Alliance
- Independent research projects or papers from students.
 - This is an opportunity to incorporate the work of students from various institutions. For example, Centennial College has a PSW program, and their students often have great research or ideas to contribute.

Example Posts

Post	LinkedIn	Twitter
May 8	The University Health Network has created a free, online, interactive Homecare Curriculum. Focusing interprofessionals it has been designed with and for home care providers, featuring real #PersonalSupportWorkers (#PSWs) https://www.capelearning.ca/ CAPE offers a variety of courses in patient care. This week we’ll focus on each of the courses, sign up if something sparks your interest!	#PSWMonthEducation #PSWs Let’s learn something new! Don’t forget to access CAPE Education from @UHN. CAPE offers a variety of courses in patient care. #PersonalSupportWorkers there are a variety of courses to choose from. https://www.capelearning.ca/ #PSWMonth2023

	#PSWMonth2023 #PSWMonthEducation	
May 9	#PSWs Let's Learn with CAPE from the University Health Network! Their online course Virtual Home-Based Homecare Curriculum is designed to support a variety of homecare workers in providing care to seniors experiencing delirium, dementia, or depression. https://www.capelearning.ca/ #PSWMonth2023 #PSWMonthEducation	#PSWMonthEducation #PSWs Let's learn with CAPE @UHN! Their online course Virtual Home-Based Homecare Curriculum is designed to support a variety of homecare workers in providing care to seniors experiencing delirium, dementia, or depression. https://www.capelearning.ca/ #PSWMonth2023
May 10	#PSWs Let's Learn with CAPE from the University Health Network! Their online course Futureproofing the PSW Workforce: Toward Confidence, Competence, and Resilience teaches #PersonalSupportWorkers to provide safe, effective care, as well as advocacy tools to help health system leaders and other health professionals understand how important PSWs are to patient care. https://www.capelearning.ca/ #PSWMonth2023 #PSWMonthEducation	#PSWMonthEducation #PSWs Let's learn with CAPE @UHN! Their online course Futureproofing the PSW Workforce: Toward Confidence, Competence, and Resilience teaches #PersonalSupportWorkers to provide safe, effective care, as well as advocacy tools https://www.capelearning.ca/ #PSWMonth2023
May 11	#PSWs Let's Learn with CAPE from the University Health Network! Their online course CACE Homecare Curriculum for pre-licensure health and social care students aims to future-proof Canada's #PersonalSupportWorkers against emerging health crises, while levelling out some of the inequities PSWs face compared to other health professions. This is being done through the creation of education resources to support PSWs in providing safe, effective care, as well as	#PSWMonthEducation #PSWs Let's learn with CAPE @UHN! Their online course CACE Homecare Curriculum for pre-licensure health and social care students teaches #PersonalSupportWorkers and students how they fit into future interprofessional teams https://www.capelearning.ca/ #PSWMonth2023

	<p>advocacy tools to help health system leaders and other health professionals understand how important PSWs are to patient care.</p> <p>https://www.capelearning.ca/ #PSWMonth2023 #PSWMonthEducation</p>	
May 12	<p>#PSWMonthEducation Another website to check out is https://personalsupportworkerhq.com/ (PSWHQ) is a hub for all the information you will need related to the occupation of #PersonalSupportWorker in the US and Canada. The goal of this website is to provide to the point information that is easy to follow. We want you to focus more on your career as a PSW, and less on what you need to do next.</p> <p>#PSWMonth2023</p>	<p>#PSWMonthEducation Another website to check out is https://personalsupportworkerhq.com/ (PSWHQ) is a hub for all the information you will need related to the occupation of #PersonalSupportWorker in the US and Canada. This source will help you make informed decisions.</p> <p>#PSWMonth2023</p>

May 15 to May 19: Week 3 Content - Recognition

(add hashtag #PSWMonthRecognition)

This week focuses around recognition and advocacy on behalf of PSWs. This is an opportunity to express thanks as well as reaffirm the importance of PSWs and how their working conditions require review.

This week also features **PSW Day 2023**. On May 19th, multiple posts should be scheduled for that date in order to engage actively with the audience. Posts on that date will help promote the month overall. With lots of posting taking place, you can consider retweeting or sharing content from partners that aligns with your objectives to help amplify conversations taking place.

Sources

- Build partnerships with, e.g., OPSEU, SEIU Healthcare, OPSWA and CANSWA all these groups work with PSWs, they will be able to highlight current issues and may already have collateral.
- Speak with PSWs about current issues, these could be collected through survey or during Phase II when reading comments on posts.
- Share testimonials from PSWs, clients or healthcare professionals that support this theme.

Example Posts

Post	LinkedIn	Twitter
May 15	<p>Did you know 30% of #PSWs reported being a victim of violence or harassment in the workplace? This is concerning. This is problematic. This is not okay. #PersonalSupportWorkers are indispensable members of our healthcare system they are entitled to safety in the workplace. This needs to change. Like and share to get the word out. #PSWMonthRecognition #PSWMonth2023 Source: https://bit.ly/2HYRIZ6</p>	<p>There is a problem in healthcare. 30% of #PSWs reported being a victim of violence or harassment in the workplace. This needs to change. Like and share to get the word out. #PSWMonthRecognition #PSWMonth2023 Source: https://bit.ly/2HYRIZ6</p>
May 16	<p>According to Health Force Ontario, 50% of #PersonalSupportWorkers are retained in the health care sector for fewer than 5 years, and 43% left the sector due to burnout of working short staffed. We see this more and more as #PSWs leave the workforce. https://bit.ly/3Oj7z1P</p> <p>We want others to join the conversation to advocate for change! Like to show your support for #PSWs #PSWMonth2023 #PSWMonthRecognition</p>	<p>Did you know 50% of #PersonalSupportWorkers are retained in the health care sector for fewer than 5 years, and 43% left the sector due to burnout? Join the conversation. Like to show your support for #PSWs and join us in May for #PSWMonth2023 https://bit.ly/3Oj7z1P #PSWMonthRecognition</p>
May 17	<p>"It's the worst that I have ever seen," said Sharleen Stewart, president of SEIU Healthcare, a union representing 60,000 workers in Ontario. "Graduates coming out of the #PSWs colleges go into the profession and they don't last more than three months because of the working conditions" Read now https://bit.ly/3bfIOGh</p>	<p>Sharleen Stewart, president of @SEIUHealthCan says, "Graduates coming out of the #PSWs colleges go into the profession and they don't last more than three months because of the working conditions" Read now https://bit.ly/3bfIOGh Retweet if you agree. #PSW #PSWMonth2023 #PSWMonthRecognition</p>

	Retweet if you agree. #PSW #PSWMonth2023 #PSWMonthRecognition	
May 18	It's almost here! Tomorrow May 19th is #PSWDay2022. Join us tomorrow in celebrating personal support workers. Like to show support. #PSWDay #PersonalSupportWorkerDay	It's almost here! Tomorrow May 19th is #PSWDay2022. Join us tomorrow in celebrating personal support workers. Like to show support. #PSWDay #PersonalSupportWorkerDay

PSW Day 2023 - Friday, May 19th

Post	LinkedIn	Twitter
8:00 AM	<p>Personal Support Worker day is held every year on May 19.</p> <p>PSWs are the backbone of the health system benefitting the health care system as a whole. Thank you to all of the PSWs in our communities for your amazing work and everything you do! Like to show your support #PSWDay #PersonalSupportWorkerDay #PSWDay2023 #psw #ThankaPSW #PSWMonth2023</p>	<p>PSWs are the backbone of the health system benefitting the health care system as a whole. Thank you to all of the PSWs in our communities for your amazing work and everything you do! Like to show your support #PSWDay #PersonalSupportWorkerDay #PSWDay2023 #psw #ThankaPSW #PSWMonth2023</p>
10:00 AM	<p>Looking for a community advocating and supporting #PersonalSupportWorkers? PswChampions is a new group made up of members of OPSEU /SEFPO's #PSWs Community. Check out their site https://www.pswchampions.com/ to learn more.</p> <p>Like and share. #PSWMonth2023 #PSWDay2023</p>	<p>@PswChampions is a new group made up of members of @OPSEU /SEFPO's #PSWs Community. Check out their site https://www.pswchampions.com/ to learn how #PersonalSupportWorkers can be advocates! Like and share. Don't forget to join the conversation in May #PSWMonth2023 #PSWDay2023</p>
3:00 PM	<p>Thank you Personal Support Workers #psw! Every day you work tirelessly to keep our loved ones safe and healthy. Thank you for your dedication to providing</p>	<p>Thank you Personal Support Workers #psw! Every day you work tirelessly to keep our loved ones safe and healthy. Thank you for your dedication to providing quality patient</p>

	quality patient care in hospitals, long-term care, and homecare sectors. #PSWDay #PersonalSupportWorkerDay #PSWDay2022 #ThankaPSW	care in hospitals, long-term care, and homecare sectors. #PSWDay #PersonalSupportWorkerDay #PSWDay2022
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May 22 to May 26: Week 4 Content - Interprofessional

(add hashtag #PSWMonthInterprofessional)

This week focuses on the importance of PSWs to interprofessional teams. The goal is to emphasize how they are critical to client-centred, informed care and that teams would not be complete without them.

Sources

- Testimonials from clients, PSWs, and healthcare professionals can offer quotes and excerpts towards their importance on these teams. These can be collected through a number of sources surveys and questions during Phase I, students during practicum, etc. In particular those from members of interprofessional teams would be invaluable.
- Highlighting or profiling PSW members of current interprofessional teams would also help create a connection.
- Sharing any curated articles that highlight this aspect.

Potential Posts

Post	LinkedIn	Twitter
May 22 Testimonial	#PSWMonthInterprofessional “I try to take part in the resident’s care especially with their care plan and for most of all their SAFETY. I would definitely advocate for #PersonalSupportWorkers to be included since they spend most of the shift with residents/patients. I myself think patients interact more with #PSWs who are very essential in the interprofessional team because they are the ones who care for them” H.M., PSW It’s time for healthcare teams to appreciate #PSWs are critical to patient care. Comment with your	“I try to take part in the resident’s care. I advocate for #PSWs to be included since they spend most of the shift with residents/patients. #PersonalSupportWorkers are very essential in the interprofessional team because they are the ones who care for them” H.M., PSW #PSWMonth2023

	<p>thoughts. Do PSWs belong in interprofessional teams? #PSWMonth2023</p>	
<p>May 23</p>	<p>"#PSWs are an integral part of the interprofessional team as they give support to patients. All other professions provide support but for PSWs they spend the most time with patients, and help in ensuring that patients are healthy mentally, socially, emotionally. As an organization, including #PersonalSupportWorkers in your team would promote equal distribution of roles, such that, all other professions would be performing their exact roles." Junita Cindy, PSW student Centennial College PSW Program #PSWMonthInterprofessional #PSW Students what do you see as your future role in healthcare?</p>	<p>"#PSWs are an integral part of the interprofessional team as they give support to patients. All other professions provide support but PSWs spend the most time with patients, and help in ensure they are healthy mentally, socially, emotionally." J.C., @CentennialEDU PSW student #PSWMonth2023</p>
<p>May 24</p>	<p>"In the clinical contexts I have worked in as a social worker, I have not been in work environments where #PSWs are naturally included in inter-professional collaboration. As a community-based case manager, I was responsible for coordinating care for my clients. This means that I had opportunities to connect with PSWs to get their support for clients needing PSW services. However, the PSWs were seen as an independent process of my own in relation to my clients and they were not part of my clinical meetings, which included occupational therapists, nurses, a psychiatrist, a nurse practitioner, a recreation therapist, and peer support specialists." F.W., Social Work student Factor-Inwentash Faculty of Social Work Are #PersonalSupportWorkers an afterthought? Comment below.</p>	<p>"In the clinical contexts I have worked in as a social worker, I have not been in work environments where #PSWs are naturally included in inter-professional collaboration." F.W., Social Work Student Are #PersonalSupportWorkers an afterthought? #PSWMonth2023 #PSWMonthInterprofessional</p>

	#PSWMonth2023 #PSWMonthInterprofessional	
May 25	#PSWMonthInterprofessional #PersonalSupportWorkers need to be part of care teams. They know the patients best and can provide insight that impacts care. "I consider the PSW's in LTC to be integral members of the health care team. Their insights, as the people who work with the residents day in and day out is invaluable. Whenever there was a question to do with my mother's care, I would always ask for their opinion before I made any decisions." C.H., Daughter Caregiver Do you have your own story? How have PSWs advocated for a loved one's care? #PSWMonth2023	#PersonalSupportWorkers need to be part of #interprofessional teams. They know the patients best. "Whenever there was a question to do with my mother's care, I would always ask for their opinion before I made any decisions." C.H., Daughter Caregiver #PSWMonth2023
May 26	There are lots of spaces where #PersonalSupportWorkers support patient care in a stressed healthcare system. They are the eyes and ears of healthcare. #PSWMonthInterprofessional "#PSWs are an essential part of the care team. They are able to provide important clinical information when evaluating a patient's nutrition status by sharing how much a patient is eating and drinking, if they have challenges with chewing or opening packages etc. This helps the registered dietitian in assessing an adjusting plans of care." H.A. RD LTC #PSWMonth2023	#PersonalSupportWorkers are the eyes and ears of healthcare. #PSWMonthInterprofessional "#PSWs are an essential part of the care team. They are able to provide important clinical information...by sharing how much a patient is eating and drinking" H.A. RD LTC #PSWMonth2023

May 29 to May 31: Week 5 Content - Reflection

May 2023 features five weeks. During these final few days sharing any unused curated content is an option as well as seeing if the audience is willing to comment on the success of the past month; getting some immediate feedback would be great to understand the value of undertaking this project. Directly thanking those who participated can also create a meaningful connection.

Finally, reiterating your commitment to continue to support PSWs can help reaffirm your commitment to PSW Month for the following year.

Reflection can also include looking back at the evolution of PSWs, incorporating history, successes, points of interest that did not fit into the other weeks, etc. This week could also explore interesting social media uses. For example, have a student “post a day in the life” series to give real life insight into what being a PSW student is like.

Example Posts

Post	LinkedIn	Twitter
May 31	<p>Thank you #PersonalSupportWorkers for joining us for #PSWMonth2023. Every day you work tirelessly to keep our loved ones safe and healthy. Thank you for your dedication to providing quality patient care. If you've enjoyed #PSWMonth comment and let us know. #ThankaPSW</p>	<p>Thank you #PersonalSupportWorkers for joining us for #PSWMonth2023. Every day you work tirelessly to keep our loved ones safe and healthy. Thank you for your dedication to providing quality patient care. If you've enjoyed #PSWMonth comment and let us know. #ThankaPSW</p>

Social Media Management Platform - Hootsuite

One option is to start employing a social media management platform. A social media management platform is a secure, scalable tool that allows businesses to manage multiple social media accounts across departments and devices. Social relationship platforms are used for monitoring, posting, and tracking social media, and help manage everything from customer service to lead generation. The benefits of using these platforms is they offer the ability to preschedule posts, access analytics in one spot across platforms, and manage all aspects of social media. There are a number of options available (Hootsuite, Hubspot etc.) but to start off with a free option Hootsuite.com allows two accounts to be linked and five posts be scheduled at a time. This would be invaluable as scheduling posts allows for the communication manager to have a bit more flexibility and not feel rushed. Here are some tutorial videos to navigate the Hootsuite dashboard: <https://www.youtube.com/watch?v=UX1kXJVzdYc> and <https://www.youtube.com/watch?v=Ztk6PXD1EjU>.

MEASUREMENT

Throughout the month, keep track of the metrics of each post as outlined in [Evaluation and Metrics](#) on page 39.

- Impressions
- Likes
- Shares/Retweets
- Comments
- Post Reach
- Applause Rate
- Average Engagement Rate
- Amplification Rate
- Virality Rate
- Click-Through Rate

If you have clearly stated your objectives for this phase, making sure those are being met will indicate the plan's success overall. Looking at measurements such as impressions, likes, shares, post reach, and applause rate will inform you and/or your organization about the popularity of the content. Measuring post success will help the platform moderator make modifications throughout the month. Approach any changes using an empirical method by adjusting one element, i.e. content type, posting time, etc. and seeing if it results in change.

Reviewing average engagement rate, shares, comments, likes, and click through rate will also inform if the audience is engaging with the content. Changing calls to actions, hashtags, and mentions can impact these factors.

Conclusion

This plan has been developed using a 2022 perspective to help plan for, prepare, and amplify PSW Month 2023. Earning buy-in from current and proposed partners with affiliations and presence in the PSW community is a critical component to ensure success. You can start early to build a base of support by encouraging audience growth on your existing social media channels in 2022, followed by awareness posting in early 2023 to help ensure PSW Month 2023 is able to resonate with the audience and gain traction.

For ultimate success with this guide, throughout the year posts should be shared at minimum once per week via Twitter (or whichever platform you choose to prioritize) with a stronger presence and awareness campaign cultivated in the months preceding May 2023. During PSW Month 2023 posts should occur at minimum once a day and align with the theme of the week. Consistent posting will reinforce the commitment to the month and encourage audience awareness and participation while promoting PSW advocacy. If applicable, you can rely on your partners and affiliates to both help amplify your content as well as provide content sources; cultivating partnerships with existing or proposed partners is essential to growing the audience and creating engagement. Another option is to ask students and PSWs to contribute to efforts as well.

Even after the month has concluded, in order to maintain momentum, Phase I and Phase II can be repurposed for an annual approach. That being the continued use of weekly posts in the months of June to December with a more dedicated awareness campaign from January to April. Continuing to grow the secondary and primary audiences and cultivating the relationships with partners should produce recurring successes for PSW Month. Future goals for PSW Month might also focus on generating and supporting national recognition so PSW Day is not just a provincial event but a national one.

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Appendix B: Blog Guide

Blogs are a key component of an organization's owned media strategy. Blogs pre-date social media as in the late 1990s to the early 2000s, people might post a web log (which was a body of text that was not shareable or interactive). Over time, this text became known as a blog - and through the evolution of social media - blogs became two-way interactions with readers, allowing for engagement through links and comments as well as replies from the author.

Essentially, blogs are stories – written as short articles on topics relevant to an organization's target audience. Blogging is considered a "tried and true marketing method" (Padron, 2016), that improves search engine optimization for content, establishes thought leadership for the organization, and increases long-term access to the organization's website.

Why is blogging important?

According to Gini Dietrich blogs are, "(t)he easiest place to start - because [you] can control the messaging, the anchor text and the links", blogs are owned media. Owned content is some of the easiest to source and amplify since it already belongs to you and promotes your desired values. Social media platforms help to AMPLIFY that content across networks and through a diverse range of platforms to reach a variety of stakeholders or audience members. It is recommended that the content you create humanize your organization, garner trust, be accurate, and be relevant to ensure that it not only reaches the necessary audiences, but impresses them (Padron, 2016)

David Meerman Scott (2020) highlights the four uses of blogs for marketing:

- to easily monitor what millions of people are saying about: the organization, the market the organization caters to, the organization and its products or services
- to participate in those conversations by commenting on other people's blogs
- to work with bloggers who write about the industry, company or products
- to begin to shape those conversations by creating and writing a blog

Useful blogs share some common characteristics:

- they clearly target their audience
- they avoid simply talking about their products or services – they branch out and address cultural and lifestyle issues, for example they
 - might ask their audience for input and feedback
 - offer an insider's view of the company, its employees and leadership
 - provide detailed information that isn't easily found elsewhere, positioning the organization or the individual as a thought leader (Gray, 2015).

A blog post is an individual "article" that is created on the blog. Posts should be made regularly to build a following. Successful blogs incorporate several key elements: headline; introduction; body copy; links to other sites; and, a conclusion with a question. Here are a few additional tips that could be added to the list of key elements for blogging:

- Emphasize reader engagement by offering some form of call to action or encouraging commenting, sharing and feedback
- In addition to asking questions in the conclusion of the blog, consider including interactive elements within the post such as reader polls. Also, aim to write conversationally to make a connection with the reader which could encourage them to engage with you in the comments.
- Post regularly. Not only will you have content to share and amplify across other media, but it will build reader loyalty. Good planning will help you schedule your posts, help you capitalize on current and timely issues, and balance the topics out over time to avoid repetition.
- Track analytics. Take advantage of the metrics available on the blogging platform, social media or website. These analytical tools will let you see who is reading the blog, where they are from, keywords they searched, length of stay on your blog, levels of engagement with the content, and whether they share the content. This information helps fine-tune future content to ensure you meet your readers' needs.
- Incorporate images and other media to help create dynamic content.

Any blogs you create around the topic of PSWs are owned content that can be amplified and shared via social media. These blogs could be written by students or educators promoting PSWs and used as content on social channels. Writing these blogs could be considered some form of summative reflection activity. Consider topics that would appeal to either primary or secondary audiences. Some blog themes that might be engaging for current audiences are:

- A Day in the Life of a PSW Student
 - Tips for being a PSW student, i.e. *10 Tips to do well in Practicum*
- Testimonials/interviews from PSWs, students, healthcare professionals, clients, healthcare amenities etc. - illustrating the critical role PSWs play and their impact stories
- Observations on gaps in service or advocacy needs
- Interviews with important advocates for PSWs
- Updates about PSWs: changes in governance, policy, and importance in healthcare

Quotes or segments could be pulled from these blogs and featured in social media posts delivered throughout Phase I and Phase II. The blogs can be posted natively on LinkedIn allowing for you or your organization to build a following on that channel. Refer to page 15 for [LinkedIn Best Practices Guide](#).