



LUMEN CONSULTING AGENCY

PR PLAN



CITYSTUDIO
NORTH VANCOUVER



PREPARED FOR: ADELE THERIAS, CITYSTUDIO PROJECT LEAD



**PREPARED BY:
Karen Ha
Kiona Graham**

EXECUTIVE SUMMARY



The purpose of this public relations plan is to provide Adele Therias, Project Lead of CityStudio North Vancouver, with the necessary information to increase awareness and the turnout of its HUBBUB showcase at the end of the semester.

The report consists of situational analyses, including both a SWOT Analysis breakdown and a Competitor Analysis. A summary of the research conducted includes both primary and secondary sources. The two objectives are also listed to ensure the PR awareness plan results in success.

The main target audiences are Capilano University students and the City of North Vancouver staff. The secondary target is locals and residents of North Vancouver.

Three key messages are listed for this campaign. It includes setting students up for ultimate professional success; innovation by the community, for the community; and challenging the impossible for a greener future.

Recommended strategies and tactics are included to provide optimum results for the campaign. The two strategies are to increase brand awareness by using social media platforms and to increase community relations by educating viewers on CSRs and the City of North Vancouver's strategic goals.

The timeline, budget, and evaluation are also included. The timeline begins in February 2021 and ends in April 2021. The established budget is approximately \$400. The evaluation will also take place in mid-April and will go over the successes and needed improvements from the campaigns. Each campaign will also have Analytics to track the platform growth and usage of keywords and QR codes.

TABLE OF CONTENTS

01	Executive Summary	11	Strategies & Tactics
03	About Our Brand	17	Timeline
04	Situational Analyses	20	Budget
07	Research Summary	21	Evaluation
08	Objectives	22	Contract Agreement
09	Target Audience	23	References
10	Key Messages	24	Appendices

ABOUT OUR BRAND



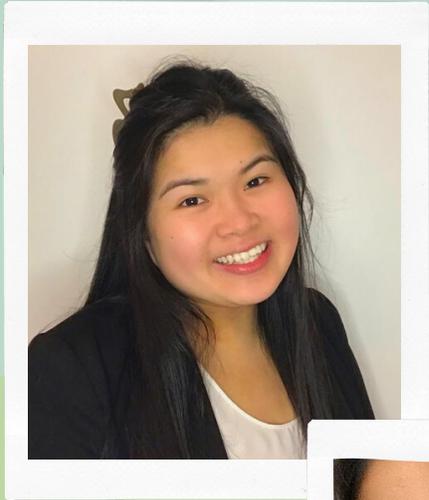
Lumen Consulting Agency is a consulting firm, dedicated to providing a relationship-based approach to communication and public relations. We built Lumen Consulting Agency to be uplifting and effective. We are a results-driven organization that takes pride in building campaigns that drive deliverables for our clients.

Based out of Vancouver, Lumen Consulting specializes in community relations, social media, IMC and CSR. We have developed noteworthy and innovative campaigns, going above and beyond, as we are committed to providing creative results for our clients while achieving ultimate success.

KAREN HA

CO-FOUNDER

Director of Media Relations



KIONA GRAHAM

CO-FOUNDER

Director of Public Relations



SITUATIONAL ANALYSES

The situation analyses consists of a breakdown of the internal strengths and weaknesses, and external opportunities and threats of the CityStudio North Vancouver organization. A competitor analysis is also included with other CityStudio locations in Canada.

SWOT ANALYSIS

The SWOT Analysis is a framework used to evaluate an organization's position. It consists of the internal strengths and weaknesses, and external opportunities and threats.

STRENGTHS

- Successful past projects
- Dedicated project lead, municipal and faculty partners
- Flexible project ideas
- HUBBUB showcase

OPPORTUNITIES

- Additional funding from partners
- Expand partnerships with other organizations in other municipalities
- Increase online exposure as everything is now digital due to COVID-19

WEAKNESSES

- Low awareness
- Small team/organization
- Low funding
- Only one school partner:
 - Capilano University

THREATS

- City of North Vancouver backs out of the partnership
 - CapU switching to CityStudio Vancouver
- CapU permanently closing due to unforeseen reasons will result in CityStudio NV forced closure
- Funding cuts from partnerships
- In-person events not allowed
 - COVID-19 social distancing regulations

COMPETITOR ANALYSIS

SOCIAL MEDIA AUDIT



CITYSTUDIO
NORTH VANCOUVER

326
followers

104 likes
112 follows

183
followers

N/A

N/A

CITYSTUDIO
VANCOUVER

1542
followers

3186 likes
3428 follows

680
followers

5422
followers

38 subs
5633 views

CITYSTUDIO
LONDON

344
followers

152 likes
167 follows

1449
followers

523
followers

18 subs
1337 views

CITÉSTUDIO
MONTRÉAL

N/A

409 likes
437 follows

59
followers

N/A

N/A

COMPETITOR ANALYSIS

CityStudio	School Partners	Community Partners	More Information
NORTH VAN	<ul style="list-style-type: none"> • Capilano University 	<ul style="list-style-type: none"> • City of North Vancouver <ul style="list-style-type: none"> ◦ NV Museum & Archives, City Library, NV RCMP, Recreation and Culture Commission 	<ul style="list-style-type: none"> • Est. 2019 • 95 total projects • 13 staff • 9 faculty • 7 CapU departments
VANCOUVER	<ul style="list-style-type: none"> • Simon Fraser University • University of BC • BC Institute of Technology • Native Education College • Vancouver Community College • Emily Carr • Langara College 	<ul style="list-style-type: none"> • City of Vancouver <ul style="list-style-type: none"> ◦ Sustainability Group, Cultural Services, Planning, Engineering, Elections, Park Board, Economic Commission • Vancouver Foundation • McConnell Foundation 	<ul style="list-style-type: none"> • Est. 2011 • 7452 students • 355 staff • 397 faculty • 188k student hours • 1349 projects
LONDON	<ul style="list-style-type: none"> • Brescia University • Fanshawe College • Huron University • King's University College • Western University 	<ul style="list-style-type: none"> • City of London • Pillar Nonprofit Network • Royal Bank of Canada 	<ul style="list-style-type: none"> • Est. 2019 • 30 notable projects
MONTRÉAL	<ul style="list-style-type: none"> • Concordia University 	<ul style="list-style-type: none"> • City of Montreal • Province of Quebec • Espaces temps • Laboratoire d'innovation urbaine de Montréal • Maison de l'innovation sociale • Ministère des Affaires Municipales et de l'Habitation • Fondation Mirella et Lino Saputo 	<ul style="list-style-type: none"> • Est. 2019 • 10 notable projects

RESEARCH SUMMARY

PRIMARY

Methodology

Primary research was conducted from January 27 to 29 to gather information from the primary target market: Capilano University students. The survey was not random as it was sent to mutuals of Karen Ha and Kiona Graham, and the survey concluded with 35 total respondents.

Research Objectives for Online Survey

1. To determine CapU students' preferred social media platforms
2. To determine HUBBUB's awareness among CapU students
3. To discover where CapU students learned about HUBBUB
4. To learn of other needed improvements for the showcase
5. To assess the need for email marketing

Research Findings

1. Accommodate to market preferences
 - a. Implement social media campaign primarily on Instagram (94% vote); Facebook (60% vote) and LinkedIn (24% vote)
2. Increase brand awareness on social media platforms
 - a. Optimize social profiles, create branded hashtags
 - b. Repost user-generated content
3. Promote incentives for potential event attendees
 - a. Door prizes or raffle contests
4. Perform email marketing (31% consent)
 - a. Email addresses supplied from respondents who consented
 - i. See Appendix E (page 27) for email addresses

SECONDARY

Participating in a showcase like HUBBUB allows students to show off their hard work and talents by applying their skills in a professional way (Student Competitions, 2013). Students are encouraged to challenge themselves by learning new things and developing their skills with real-world community leaders and employers. Lastly, the showcase is an avenue for new opportunities through connection-building with peers and those seniors (Miller Cole, 2019). It's the opportunity to test ideas and instill growth in one's confidence in receiving constructive feedback.

VISION

- 1** CityStudio North Vancouver will evolve into a notable organization that contributes to the city's aspirational goals
- 2** CityStudio North Vancouver 's event: HUBBUB will become a memorable celebration appreciated throughout the community
- 3** CityStudio North Vancouver will inspire emerging entrepreneurs and industry professionals to revolutionize sustainability

OBJECTIVES

CITYSTUDIO NORTH VANCOUVER TO DEVELOP ITS ONLINE SOCIAL STANDING AND A MORE COHESIVE BRAND IMAGE

For CityStudio North Vancouver to further develop its brand image, the organization will need to have a consistent online profile to engage with its followers. Through our social media campaign, CityStudio North Vancouver will increase their Instagram followers by 25% to reach a minimum of 400 followers, and increase their LinkedIn followers by 20% to reach a minimum of 200 followers. These two goals should be achieved by April 2021.

CITYSTUDIO NORTH VANCOUVER TO DEVOTE ITS EFFORTS TO ENGAGING WITH THE COMMUNITY

To ensure good community relations, it's important for CityStudio North Vancouver to engage with the city. Through our community relations campaign, CityStudio North Vancouver will obtain 100 QR code scans from posters displayed across the city, promoting its HUBBUB showcase event. In promoting the showcase, the organization will surpass last HUBBUB's attendance rate by a minimum of 25%, reaching a minimum of 200 registered attendees on Eventbrite. These two goals should be achieved by April 2021.

TARGET AUDIENCE

Primary Target Market Capilano University Students

Demographics

- All ethnic backgrounds: English as first or second language
- Ages 18+
- Alumni or attending CapU students
- Connections with North Vancouver through school or work
- Residing in the Greater Vancouver Area
- Single, married or separated
- HHI of \$45,000/year or higher



Behavioural

Those who actively participate in community events

Those who regularly create or listen to new and innovative projects and proposals

Psychographics

Students interested in learning and whom actively seek knowledge

Collaborative students wanting to gain networking skills

Hardworking emerging entrepreneurs or leading professionals

Secondary Target Market



North Vancouver Locals and Residents

Targeting this segment provides opportunities for the CityStudio of North Vancouver to further develop its relationship with the community. Locals are the catalysts for social action and are the foundation for change. By creating a community-friendly environment, citizens are encouraged to learn about progressive projects within their city.

KEY MESSAGES

01 **SETTING UP STUDENTS FOR PROFESSIONAL SUCCESS**

CityStudio North Vancouver inspires students and optimizes their success through engaging and challenging work to prepare them for their future endeavours

02 **INNOVATION BY THE COMMUNITY, FOR THE COMMUNITY**

CityStudio North Vancouver believes in the importance of human sociability and is devoted to cultivating and supporting revolutionary experimental projects, for the City of North Vancouver, from Capilano University students

03 **CHALLENGING THE IMPOSSIBLE FOR A GREENER FUTURE**

CityStudio North Vancouver advocates for the City of North Vancouver's strategic vision: "The Healthiest Small City in the World" and is committed to developing an enriched and sustainable society

STRATEGY #1

IMPROVE BRANDING AND INCREASE SOCIAL MEDIA AWARENESS

TACTIC #1: SOCIAL MEDIA OPTIMIZATION



As stated in the primary research findings, the most used social media platforms by the target audience in order of importance is Instagram, Facebook and LinkedIn; which will be the project's main focuses for delivering messages.



Social media optimization will provide CityStudio North Vancouver with three keys to success: improved visibility on search engines, greater impressions and connections, and a more established brand persona.



CityStudio's three key messages will be incorporated throughout their social presence.

The following list below are hashtag groups to be used for **future social media posts** for greater discovery and cohesive branding.

- #CityStudioNorthVancouver
 - #CityStudioNorthVancouver
 - #CityStudio
- #CapilanoUniveristy
 - #CapU
- #CityofNorthVancouver
 - #NorthVancouver
 - #NorthVan
 - #NorthShore
- #NorthVanHUBBUB
 - #VirtualShowcase
 - #FreeEvent

The list below consists of researched keywords from Semrush, **yet to be used by CSNV**; with the average number of monthly searches over a 12-month period, to help generate social profile clicks.

 green society	14.8K	
 sustainable development goals	5.4K	
 healthy lifestyle	2.4K	
 virtual events	1.3K	
 visionary leadership	320	

Additional Memorable Hashtags:

Innovation, collaboration, community, students, support, creative, hardworking, project, showcase, teamwork, entrepreneur, spirit, talent

Future posts will also be cross-posted from Facebook and Instagram by connecting both business accounts through Facebook. This will also increase Facebook and Instagram activity simultaneously for greater impressions, interactions, reach, profile visits, website clicks and mentions (Whitney, 2020).

Cross-posting will also take place using Adele's Hootsuite account to post on LinkedIn.

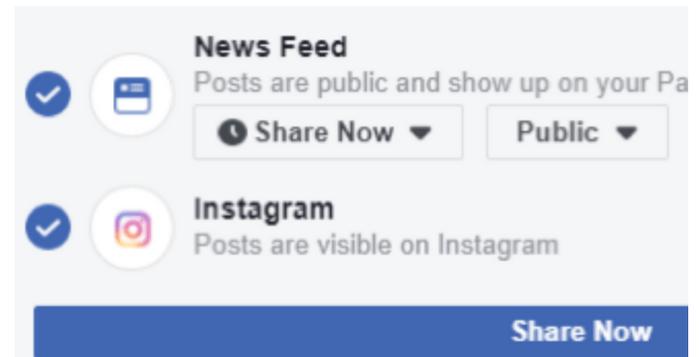
To conclude social media optimization, CityStudio North Vancouver will increase posting consistency by reposting user-generated content and curated content from sources they know and love or that align with their beliefs. This will be done through a *regram app* such as Repost via Instant.

This tactic is a great tool to increase CityStudio North Vancouver's online activity. The user-generated content will be reposted on Instagram's story or feed and is an ethical way to showcase CityStudio North Vancouver's interests as Repost will credit the original content creator.

Instagram List:

- @capusustainability
 - CapU students for sustainability
- @enactuscapilano
 - Entrepreneurial CapU students
- @capubusiness
- @cityofnorthvancouver
- @shorelinecleanup
 - Conservation partnership by @oceanwise and @wwfcanada
- @sustainabilityinstyle
 - Educative eco-friendly blogger, podcast host
- @davidsuzukifdn
 - Vancouver founded environmental organization

Refer to Appendix A (page 24) for more supplementary related keywords, and Appendix B (page 24) for current top organic keywords on CityStudio North Van website.



TACTIC #2: CREATE A CONTENT SCHEDULE

In creating a content schedule leading up to the HUBBUB showcase, the objective is to provide a sense of excitement for the attendees. By posting consistently on its social media platforms, CityStudio North Vancouver will be able to grow its follower count and engagement levels to meet its attendance goal.



The content schedule will include the date and time of posting, the item to be posted, the caption and hashtags, and any other related information. The content schedule will be followed throughout March to create a greater awareness of the HUBBUB showcase. All content posted will also be simultaneously posted on each social media platform, if applicable.

Content topics include countdown days until the showcase, past projects through IGTV, upcoming projects, giveaway prizes, facts about the 17 Sustainable Development Goals, and other relevant materials pertaining to CityStudio and its key messages.

To encourage high engagement levels on Instagram, a giveaway post of 2 x \$50 e-gift cards at [Well.ca](https://www.well.ca) will motivate followers to live a healthier lifestyle. To enter, a user must like the post, tag 2 of their friends in the comment section or repost to their Instagram story, using **#NVHUBBUBGiveaway** for a chance to win.



In promoting the Eventbrite page and the turnout at the HUBBUB showcase, incentives of 3 raffle prizes can also be won for those who attend. The E-gift cards will include a \$50 Amazon e-gift card, a \$25 DoorDash e-gift card, and a \$25 Etsy e-gift card.

See Appendix C (page 25) for an example of the content schedule and Appendix D (page 26) for an example of an Instagram giveaway post.

TACTIC #3: PAID PROMOTION

As requested by Adele, CityStudio North Vancouver will run 5 days of Instagram Advertisements to promote HUBBUB #4. The first advertisement will be a HUBBUB teaser to excite our selected audience and the following advertisements will incorporate direct access to reserve their free tickets. The selected Instagram Ad goal will be "reach" to maximize how many people view the ad (Whitney, 2020).

Campaign Budget Optimization:

Daily Budget: \$150 for 5 days



Instagram Audience:

Canadians, age 18-49, all genders

- Targeting interests: life events, education, sustainability, entrepreneurs

Refer to Target Audience (page 9) for further targeting behaviours.

Refer to Appendix C (page 25) to view what days the ads will take place.

TACTIC #4: SEND E-NEWSLETTERS VIA EMAIL MARKETING



Creating e-newsletters for past and current attendees gives them a reminder to continue to support CityStudio North Vancouver and its upcoming projects. This will be done using Mailchimp which Adele has already set up.

The e-newsletters will include current information regarding CityStudio North Vancouver's projects, the upcoming HUBBUB showcase, and other opportunities to get involved within the community. Copywriting and formatting of the e-newsletter will be completed by Karen and Kiona, and Adele will send out the newsletters.



These e-newsletters will provide the necessary information to stay in touch with CityStudio North Vancouver and its social media platforms.

In the primary research survey, respondents were asked if they would like to receive a one-time email reminding them to RSVP their tickets for the showcase. These emails will be added to the current subscriber list to ensure they are included in the "RSVP your ticket for HUBBUB" email.

See Appendix E (page 27) for the email list from the primary research.

STRATEGY #2

INCREASE COMMUNITY RELATIONS AND COMMUNITY ENGAGEMENT

TACTIC #1: EDUCATE THE COMMUNITY ABOUT CITYSTUDIO NORTH VANCOUVER AND THE HUBBUB SHOWCASE

To build community relations and educate our neighbours about the upcoming virtual event, posters will be put up on approved bulletin poles (free and legal) across North Vancouver's high foot-traffic areas, as seen on the map below. 50 copies will be printed at Staples and placed inside a sheet protector for permitting weather.

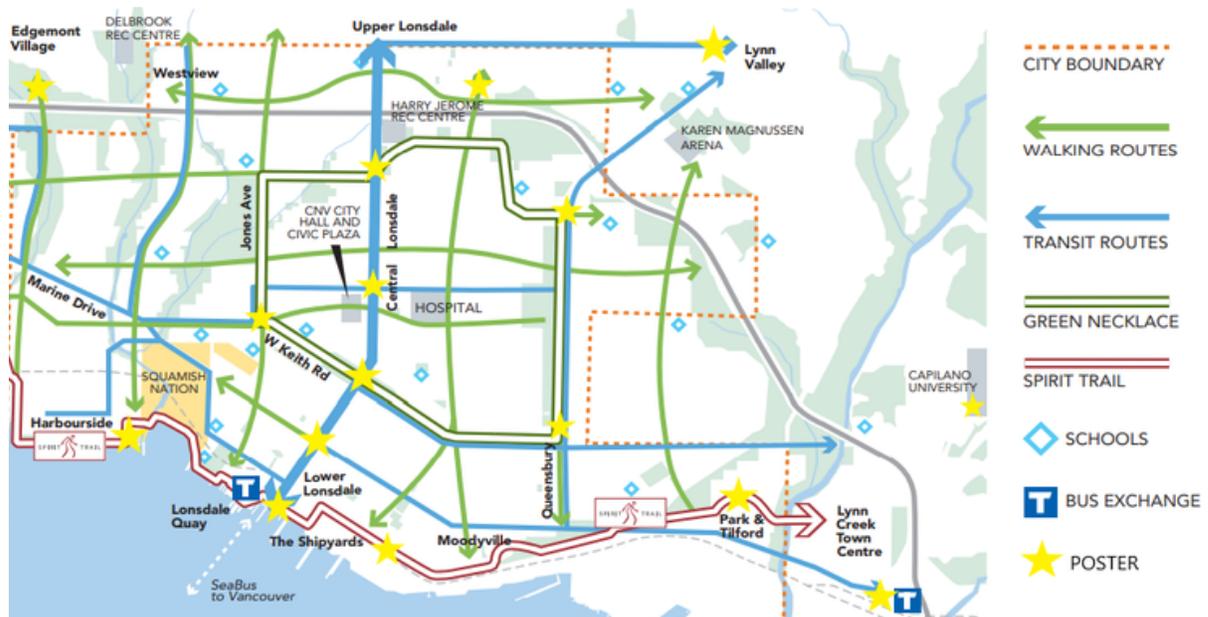
The posters will consist of a scannable QR code for an engaging and fun way to reach the secondary target market. The QR code will lead the user to CityStudio's Linktree landing page and the statistics will be tracked using Google Analytics to determine the tactic's success.

Components of Linktree landing page:

1. About CityStudio
2. What is HUBBUB?
3. Social media profiles
4. Eventbrite RSVP



See more details in the timeline on page 18 and Appendix F (page 28) for the poster to be displayed across North Vancouver.



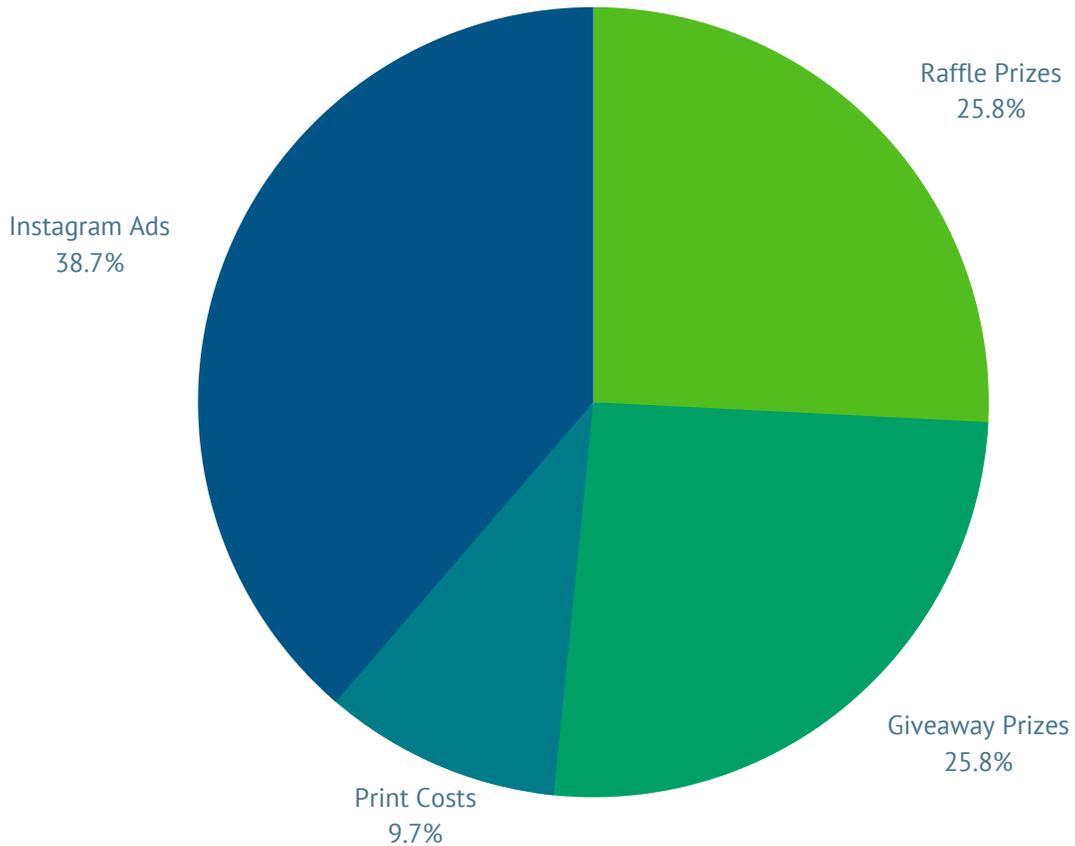
TIMELINE

IMPLEMENTATION PHASE

		Week 3			Week 4			Week 5						
		Feb 8-12			Feb 15-19			Feb 22-26						
	<input checked="" type="checkbox"/>	W	T	F	M	T	W	T	F	M	T	W	T	F
CONTENT CREATION														
Linktree & QR code	<input checked="" type="checkbox"/>		Ki											
Poster (to be printed)	<input checked="" type="checkbox"/>		Ka											
Social Media:														
Event teaser	<input type="checkbox"/>		Ki											
CSR initiative	<input type="checkbox"/>			Ka										
Giveaway & updates	<input type="checkbox"/>				Karen									
Countdown posts	<input type="checkbox"/>				Kiona									
E-NEWS COPYWRITING														
Event RSVP	<input type="checkbox"/>						Ki							
Giveaway & Reminder	<input type="checkbox"/>							Ka						
FLYER DISTRIBUTION														
Order posters	<input type="checkbox"/>								Ki					
Pick up posters	<input type="checkbox"/>									Ka				
Poster distribution	<input type="checkbox"/>											K & K		

BUDGET

\$387.58



Print Costs

Printed copies and sheet protectors

$\$0.41/\text{copy} * 50 \text{ copies} + \text{tax} = \22.96

Sheet protectors = $\$13.05 + \text{tax} = \14.62

Total = $\$37.58$

Giveaway Prizes

2 e-gift cards

2 x $\$50 \text{ Well.ca} = \100

Raffle Prizes

3 e-gift cards

$\$50 \text{ Amazon}, \$25 \text{ UberEats},$

$\$25 \text{ Starbucks} = \100

Instagram Ads

$\$150$

EVALUATION

To determine if the PR plan was successful:

CITYSTUDIO NORTH VANCOUVER TO DEVELOP ITS ONLINE SOCIAL STANDING FOR A MORE COHESIVE BRAND IMAGE

CityStudio North Vancouver will upload 50 new posts, including stories, on Facebook, Instagram and LinkedIn by April 2021.

- 2-3 posts a week on all socials for 6 weeks

CityStudio North Vancouver will have increased their following on Instagram by 25%, reaching a minimum of 400 followers by April 2021.

CityStudio North Vancouver will have increased their following on LinkedIn by 20%, reaching a minimum of 200 followers by April 2021.

CITYSTUDIO NORTH VANCOUVER TO DEVOTE ITS EFFORTS TO ENGAGING WITH THE COMMUNITY

HUBBUB's attendance rate will have increased by 25% from the previous year, reaching a minimum of 200 RSVPs by April 2021.

A minimum of 100 QR code scans of the CityStudio North Vancouver posters displayed across the city have been obtained by April 2021.

CONTRACT AGREEMENT

THIS PUBLIC RELATIONS SERVICE AGREEMENT (the "Agreement") is dated this _____ day of _____, _____.

Background

- a. The client is Adele Therias, CityStudio North Vancouver Project Lead.
- b. Karen Ha and Kiona Graham, students of CMNS 495, are agreeable in providing CityStudio North Vancouver their public relations services on the terms and conditions set out in this agreement.

Terms

1. The services shall commence on January 28, 2021, until the end of Capilano University's Spring 2021 semester: April 16, 2021.
2. All produced work is uncompensated and free for CityStudio to use.
 - a. All posts must be approved by Adele Therias, prior to posting.
3. The contractors will have direct access to the social media accounts.
 - a. Adele Therias of CityStudio will provide login information to social media accounts.
 - b. The contractors will keep any private information confidential, including login information.

If further work is required or wanted, outside of the terms listed above, a new contract will be renegotiated.

Contractors

Karen Ha
Name

Signature
February 5th, 2021
Dated

Kiona Graham
Name

Signature
February 5th, 2021
Dated

Client

Adele Therias
Name

Signature

Dated



CITYSTUDIO
NORTH VANCOUVER

REFERENCES

- Admin NextPage. (2021). *How to Create Trackable QR Codes*. Retrieved from <https://gonextpage.com/2011/02/23/create-trackable-qr-codes/>
- Administrator Butterfly. *All about the stats: Using Google Analytics to track QR Code Visitors*. Retrieved from <https://www.butterfly.com.au/blog/digital-marketing/all-about-the-stats-using-google-analytics-to-track-qr-code-visitors>
- City of North Vancouver. (2021). *2018-2022 Council Strategic Plan*. Retrieved from <https://www.cnv.org/your-government/mayor-and-council/council-strategic-plan>
- CityStudio London. (2021). *About CityStudio London*. Retrieved from <https://citystudiolondon.ca/about>
- CityStudio Montreal. (2021) *What is CityStudio?* Retrieved from <https://www.citystudiomtl.com/about>
- CityStudio North Vancouver. (2021). *CityStudio North Vancouver*. Retrieved from <https://citystudiocnv.com/>
- CityStudio North Vancouver. (2021). *HUBBUB*. Retrieved from <https://citystudiocnv.com/events/>
- CityStudio Vancouver. (2021). *Cities are Better When We Build Them Together*. Retrieved from <https://citystudiovancouver.com/>
- Miller Cole, B. (2019, March 20). *10 Reasons Why Networking is Essential For Your Career*. Retrieved from <https://www.forbes.com/sites/biancamillercole/2019/03/20/why-networking-should-be-at-the-core-of-your-career/?sh=3444a2a01300>
- Semrush. (2021). *One platform. Everything you need to dominate your niche online*. Retrieved from <https://www.semrush.com/dashboard/>
- Student Competitions. (2013, October 8). *Six Reasons to Participate in Student Competitions*. Retrieved from <https://www.topuniversities.com/blog/six-reasons-participate-student-competitions>
- Whitney, M (2020). *The Complete Guide to Advertising on Instagram*. Retrieved from <https://www.wordstream.com/blog/ws/2017/11/20/instagram-advertising>

APPENDICES

APPENDIX A: KEYWORD SEARCH

Database	Keyword	Volume	CPC (USD)	Comp. Density	No. of Results
ca	visionary leadership	320	0	0.01	38500000
ca	path to success	3600	1.59	0	104000000
ca	growing success	2400	0	0	114000000
ca	successful entrepreneurs	390	1.2	0.03	88000000
ca	women entrepreneurs	880	1.82	0.14	38800000
ca	canadian entrepreneurs	1000	1.66	0.06	24200000
ca	entrepreneur ideas	590	1.53	0.2	20100000
ca	british columbia canada	3600	2	0.01	61300000
ca	17 sustainable development goals	320	1.67	0.1	24200000
ca	projects for university students	90	0	0	187000000
ca	free events vancouver	140	2.39	0.11	23400000
ca	free events in vancouver today	140	0.96	0.22	25500000
ca	skilled worker	480	0.71	0.02	19900000
ca	innovation science and economic development canada	1000	2.21	0.02	12300000
ca	economic development	1600	2.22	0.02	105000000
ca	innovation science and economic development	880	3.79	0.01	50400000
ca	what is social innovation	140	2.87	0.03	93400000
ca	social innovation canada	170	2.2	0.07	59400000
ca	social innovation	720	4.9	0.04	82700000

Source: Semrush

APPENDIX B: KEYWORDS FROM CITYSTUDIO NV WEBSITE

Top Organic Keywords *i*

Keyword	Pos.	Diff.	Volume	Traffic %
intrinsic and extrinsic motivation in the workplace pdf	1 → 1	0	70	39.50
red ocean vs blue ocean	11 → 11	0	110	6.17
one minute manager goals	11 → 11	0	90	4.93
pros and cons of intrinsic motivation	4 → 4	0	70	4.93
business model canvas report pdf	3 → 3	0	50	4.93
extrinsic motivation benefits	7 → 7	0	90	3.70
benefits of extrinsic motivation	6 → 6	0	70	3.70

Source: Semrush

APPENDICES

APPENDIX C: INSTAGRAM CONTENT SCHEDULE

March 2021							KEY:
							Photo Post
							Video Post/IGTV
							Instagram Ads
							Story
							Repost
							e-Newsletter
FEB SUNDAY 28	MONDAY 1	TUESDAY 2	WEDNESDAY 3	THURSDAY 4	FRIDAY 5	SATURDAY 6	
	City of North Vancouver Repost	HUBBUB Teaser	Past Projects IGTV	Poster in the North Van Community Teaser	CBPS Repost		
		HUBBUB Teaser			HUBBUB Teaser		
SUNDAY 7	MONDAY 8	TUESDAY 9	WEDNESDAY 10	THURSDAY 11	FRIDAY 12	SATURDAY 13	
	Enactus Capilano Repost	HUBBUB Exact Date Post	Past Projects IGTV	Fun Facts about CNV Strategic Goals	RSVP HUBBUB via Eventbrite		
		HUBBUB Exact Date		RSVP HUBBUB via Eventbrite	HUBBUB with Date		
SUNDAY 14	MONDAY 15	TUESDAY 16	WEDNESDAY 17	THURSDAY 18	FRIDAY 19	SATURDAY 20	
	Sustainability in Style Repost	Poster in the North Van Community	Past Projects IGTV	Upcoming Projects	David Suzuki Foundation Repost		
		Poster in the North Van Community	Subscribe to e-Newsletter	Upcoming Projects	HUBBUB with Date		
SUNDAY 21	MONDAY 22	TUESDAY 23	WEDNESDAY 24	THURSDAY 25	FRIDAY 26	SATURDAY 27	
	CAPU Sustainability Repost	CSR Initiative	Past Projects IGTV	RSVP HUBBUB via Eventbrite	Shoreline Clean Up Repost		
		CSR Initiative		RSVP HUBBUB via Eventbrite	HUBBUB with Date		
SUNDAY 28	MONDAY 29	TUESDAY 30	WEDNESDAY 31	APR THURSDAY 1	APR FRIDAY 2	APR SATURDAY 3	
	CityStudio Van Repost	Countdown - 1 Month til HUBBUB Post	Past Projects Video Post	Giveaway Announcement	Giveaway & RSVP Reminder		
		Countdown - 1 Month til HUBBUB	Giveaway Teaser	Giveaway Announcement	HUBBUB with Date		

APPENDICES

APPENDIX D: INSTAGRAM GIVEAWAY POST



Liked by michelle_p and 168 others

citystudionorthvan GIVEAWAY CONTEST! To get you excited for our HUBBUB Showcase in April, we're giving away \$50 Well.ca GIFT CARDS to 2 lucky winners!

Here's how to enter:

1. FOLLOW [@citystudionorthvan](#)
2. LIKE this post
3. TAG 2 friends in the comments who wants WELLness delivered
4. REPOST onto your Instagram story with [#NVHUBBUBGiveaway](#) and tag us for an additional 5 entries

The winners will be announced on April 15th
[#NVHUBBUBGiveaway](#) [#CityStudioNorthVan](#)
[#CityStudioNorthVancouver](#) [#CityStudio](#)
[#NorthVanHUBBUB](#) [#NVHUBBUB](#) ... more

APPENDICES

APPENDIX F: POSTER FOR NORTH VAN COMMUNITY

FREE ENTRY! RAFFLE PRIZES! CITY PROJECTS!

IN COLLABORATION WITH

YOU'RE INVITED TO THE
VIRTUAL
HUBBUB
SHOWCASE

APRIL 28, 2021 | 10AM-12PM
VIRTUALLY VIA ZOOM
WWW.CITYSTUDIOCNV.COM

SCAN THE
QR CODE TO
LEARN
MORE!



 /citystudio-north-vancouver  @citystudionorthvan  /citystudionorthvan

APPENDICES

APPENDIX G: INSTAGRAM POST WITH CSR INITIATIVE



Liked by michelle_p and 168 others

citystudionorthvan Join us in achieving a greener city! How will you contribute to the city's strategic goals to help North Vancouver become The Healthiest, Small City in the World? Let us know in the comments! :)

**#NVHUBBUBLove #CityStudioNorthVan
#CityStudioNorthVancouver #NorthVanHUBBUB
#NVHUBBUB #ILoveMyCity #ILoveMyVibrantCity
#greeninitiatives #CNVgoals #CityofNorthVan
#CityofNorthVancouver #CNV #CityofNV
#NorthVanCommunity ... more**