



Guide for Creating, Managing and Using Communication Platforms



Social Media

Newcomer Centre currently maintains the following social media platform; Facebook, Instagram, LinkedIn, Twitter, Tik Tok and Youtube under the handle

@yegnewcomers



Coordinating Social Media

The Communications Team is responsible for managing Newcomer Centre's social media platforms. It collaborates with Program Teams to generate content, make updates and to ensure proper brand positioning and messaging.

Newcomer Centre's social media platforms are channels to promote programs and services, boost community engagement, and position the corporate profile of the organization.

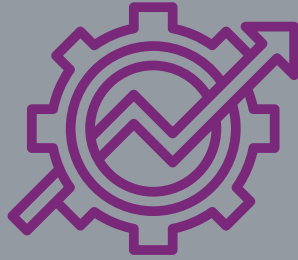
Newcomer Centre's social media platforms serve as a connection point for external and internal audience to experience the brand. For many people, it is the first and only point of connection. As a result the communications team maintains a streamlined adherence to brand guidelines, correct and appropriate messaging.

At this time, programs are not allowed to create social media platforms.

All Newcomer Centre program promotions and organizational messages are facilitated through the official social media channels.

Managing Group Chats: Strategies for Efficient Team Communication on WhatsApp





Setting up

The use of WhatsApp and other semi-formal communication platforms has become necessary to keep an open line of communication between programs and program participants.

This platform has been beneficial for:

- Receiving support in real time
- Instant two-way flow of communication
- Bridge language and literacy barrier

To ensure that Newcomer Centre continues to enjoy the benefits of this platform, refer to the following guidelines for setting up and managing a WhatsApp group;

WhatsApp groups and messages will only be through Newcomer Centre work phones (the use of personal phone numbers are discouraged).

A minimum of two group admins which must include a program manager.

Branding

Communications team will design a profile display image that reflects the Newcomer Centre brand, program information and resonance with the audience



Privacy and Confidentiality

Information Technology (IT) team will help to ensure the following WhatsApp uses end-to-end encryption so in general (although not entirely) is considered private. However, this is not always guaranteed. Further steps to improve WhatsApp privacy include:

Turning on Security Code Change Notifications: On WhatsApp, you can verify whether your chats are end-to-end encrypted using security codes.

Enable Two-Step Verification: Two-step verification (2FA) adds a periodic passcode to WhatsApp, bolstering security by ensuring your data is not accessed by someone else.



Usage



Ask for permission before initiating communication: At the point of registration, program teams will request for participants' consent before a WhatsApp conversations can be used.

Keep groups small: It is important to keep WhatsApp groups to a manageable size to ensure everyone is heard. The more members, the more messages, which makes it harder for group members to keep up and important communications could easily be missed.

Use the reply function: It may sound simple but using the reply function on WhatsApp groups for work can really help members track the conversation. By replying to a specific statement or question within the group with the reply function it is clear exactly who you are replying to and to what exact point which can help keep conversations on track.

Content and anti-spamming: Only Newcomer Centre program and services related messages as well as resources and referrals as appropriate for the program participants.

Avoid excessive messaging as it can become intrusive and counterproductive.

Usage

Use formal language: Text and WhatsApp may feel informal, but it is advised to use proper grammar, punctuation, and language. Use of casual language or slang is discouraged.

Respect work/life boundaries: Messages outside of work hours should be kept at the bare minimum.

Emojis and Emoticons: Use emojis in moderation while being mindful of context of usage as emojis can have different meanings in different contexts.



Continuity



Most of Newcomer Centre programs and services are term based and structured in cohorts.

The following steps will guide with next steps

- At the end of each cohort, WhatsApp groups will be disbanded
- Participants reserve the right to keep in touch with each other through their own private arrangements
- Further communication between past participants and Newcomer Centre team will be through work email address, phone calls and physical visits through appointments
- Contacts will be deleted for programs with IRCC restrictions and other funding requirements inline with the provisions of the agreement regarding management of contact details upon completion of program term
- Contacts will be transferred to alumni list for programs with relaxed restrictions on contact details management

Other Resources

ISTEADY.COM



i-Steady has an SMS feature that helps to facilitate bulk messaging and instant updates to participants through mobile devices.

This internal working system currently allows only one-way communication; hence recipients cannot send replies.

However, the system is being upgraded to include a two-way communication feature that will allow recipients reply to messages in real-time.

Recommendation for Managing a Centralized and Efficient Zoom Account





Recommendations

A centralized Newcomer Centre account

Step 1: Discontinue subscription on multiple account

Step 2: Purchase a business plan that allows up to 300 participants.

To meet the need of programs

Step 3: Purchase Zoom Events; an add on plan that allows concurrent meetings to hold under the main (centralized Newcomer Centre Account)

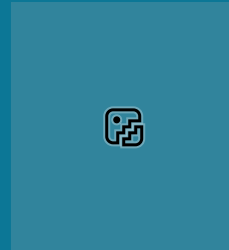
Step 4: Get a license that enables multiple admin

Main admin will be the Executive Assistant in the Executive Director's Office, Director of Programs and IT and all admins can add and remove users.

Step 5: Program Coordinators will send request to IT to request access to schedule meetings .

Rationale:

This plan is not only centralized, it is flexible, helps us with data management, security and privacy as well as cost.



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