

VIDEO MARKETING TIP SHEET

NETWORKING

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Project Host & Publisher:	Community Literacy of Ontario www.communityliteracyofontario.ca
Project Manager:	Catherine Toovey, Community Literacy of Ontario
Project Partner:	Summer Burton & Carolina Cohoon, Literacy Link South Central
Research and Writing:	Melissa Morrison
Editor:	Cindy Norman, Community Literacy of Ontario
Graphic Design:	Cara Vandermeij, Community Literacy of Ontario
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INTRODUCTION

Finding potential employers to partner with the training offered by Ontario's Literacy and Basic Skills (LBS) programs involves a combination of networking, research, and targeted outreach. Using several approaches to discover which methods work best for your specific area is the key to success and discovering which strategies are the most efficient is beneficial for staff as well as adult learners and employers.

PARTNER WITH LOCAL BUSINESSES AND ORGANIZATIONS:

Collaborate with local businesses, Chambers of Commerce, and industry associations to create training opportunities for adult learners. Collaborate with government-funded workforce development boards in your area as they often have connections with employers looking for skilled workers.



DON'T DO IT ALL BY YOURSELF!

There is a wealth of resources and connections available by contacting your local Workforce Planning Board, Chambers of Commerce, and Economic Development offices. For this reason, we have created a directory of these agencies based in each region of Ontario. You can use this directory to call these agencies directly, email them, and follow them on social media. When they follow you back, it increases their awareness about the programs you offer.

Contacting your local Chamber of Commerce can offer access to their member network as well as marketing opportunities such as contributing content to their newsletters. You can offer to create events, sponsor a Chamber breakfast, and be a keynote speaker to share the benefits of offering LBS programs to local employers.

Sharing videos with these agencies and local employers on social media and through email newsletters can significantly increase interest in how your programs add value to the community. You can create short simple videos to share on social media to keep agencies and employers updated on your programs. You can also share these three videos created by Literacy Link South Central:

1. [Workplace Digital Literacy Training with the Learning Networks of Ontario](#)
2. [Workplace Soft Skills Training with the Learning Networks of Ontario](#)
3. [Workplace Math Training with the Learning Networks of Ontario](#)

Post simple videos with updates about your programs using the different types of video creation tools on various social media platforms. Posting regular content helps to increase awareness of the services you offer.

SURVEY RESULTS FROM LBS PROGRAMS:

The following strategies are from a survey completed by LBS programs in Ontario. These suggestions are useful to consider whether you are cold calling and emailing, posting on social media, or meeting with agencies and employers:

- **Use testimonials from employers** about the successful results of using LBS programs in staff training. Positive storytelling through video or in-person is one of the most effective strategies for getting people interested in the benefits of your program and can help build trust and credibility among potential employers.
- Showcase the **benefits of upskilling new and existing staff** to the employer, such as employee retention, better communication within the workplace, or increasing the quality of customer service.
- **Offer a badge** that can be used by employers as part of their business rating such as BBB to increase social standing for giving back to the community.
- If employers are large and have HR departments, contact those employees who make decisions directly as they may be willing to promote LBS programs. You can also get approval from them to share information about the programs you offer by **distributing paper flyers on employee bulletin boards and elevators** to reach a broader audience. You can also send them digital flyers to include in their online platforms or email newsletters.
- Many employers are not large enough to have an HR department. But, it can be helpful to call employers to **connect with the person who oversees hiring** to offer the benefits of working together, and to find out their contact information for email newsletters or social media posts.

Promote LBS programs directly to employees through **flyers posted in public places and on social media**. It can inspire them to ask their employer about supporting the free training offered as it is a pathway to professional growth that benefits the employee as well as the employer.
- Clearly **communicate that the programs offered are free** and explain the flexible options you offer for the time needed to complete the LBS programs.
- **Partner with Employee Assistance Programs (EAPs)** by registering as a service provider to find employees who need assistance with work-related issues so that you can offer confidential services and promote LBS programs as part of the support they offer. You can find a list of EAPs [HERE](#) (please note this is a Canada-wide list but includes many places that are applicable for Ontario).

- **Attend community events to meet employers** and to discuss the benefits of LBS programs and to distribute flyers. Talk to employers about their needs and frame the program you offer to meet those needs.
- **Offer booking links to employers that can be shared** with employees in order to schedule 15-minute calls to learn about the LBS programs your agency offers. HubSpot and Google are just a few of the companies that offer software for appointment scheduling.
- Ensure that the courses and training programs offered by your agency align with the needs of local employers. **Conduct regular surveys or focus groups to understand industry demands.**
- **Develop customized training programs** in collaboration with specific employers or industry partners. Tailoring your curriculum to their needs can increase the likelihood of job placements.

- **Maintain ongoing communication with employers** who have hired your students. Seek feedback on their performance and use this information to improve your training programs.
- **Create a professional LinkedIn page** for your agency to showcase LBS student achievements.



Maintain ongoing relationships with employers who have hired learners from your program. Collect feedback and use it to continuously improve your curriculum to meet industry needs. Building strong relationships with employers takes time and effort. Tailor your approach to the specific needs and preferences of your adult learners and local businesses and industries.

CONCLUSION

We hope that you find the directory of your local Workforce Planning Board, Chambers of Commerce, and Economic Development offices helpful for networking. Please view our tip sheets about sharing videos and using marketing language to learn about the ways that you can promote LBS programs through these networks.

Check out the other tip sheets in this series:

- [Best Practicing for Sharing Video](#)
- [Using Marketing Language](#)

