HALIFAX

Connecting to the Commemoration

Promoting the history and meaning of the Halifax Explosion during the 100th Anniversary

Communications context

- Work to align communication activities with Commemorative Program's Guiding Principles
 - They will help educate and connect people, and encourage community to participate
- Long build up time of planning, but few opportunities for a strong call to action

Awareness activities to date

- Emblem created, call for survivors
- 100 Years, 100 Stories launch/Boston event in 2016
- Grant recipients chosen and awarded
- Doors Open Halifax/City Hall promotion
- Maritime Museum of the Atlantic Exhibit promotion
- Bedford Magazine Ad
- CTV News at Five videos and website
- RFP for commemorative markers
- Speeches
- Media coverage (Fort Needham restoration, markers)

Overarching strategy

Influence behaviour

 Encourage citizens to access a "one-stop-shop" for all information - 100years100stories.ca

Influence participation

 Encourage citizens to share their related stories, photos and thoughts, and encourage visits to museums, libraries, events, ceremonies and resources

Influence understanding and positive perception

Build support and raise awareness of the fact the Halifax
 Explosion had a profound impact on our city and our province,
 and that it continues to define our character

Communications goals

- Ensure key audiences (staff, Mayor/Council and partners/supporting stakeholder groups) are aware of the campaign and distribute the 100 Years, 100 Stories link through their own networks and channels
- Earn positive media stories about campaign, city's activities
- Encourage people to visit campaign website, and remember and commemorate by submitting their own stories and experiences
- Maximize use of campaign hashtag (#100years100stories)
 and external audience links to existing digital communications
 tools including Twitter handles, Facebook and Instagram
 accounts and web content on halifax.ca/halifax-explosion.

Topline messages

- The Halifax Explosion had a profound impact on our city and our province – remember, commemorate and educate.
- Share your Halifax Explosion stories, thoughts and experiences at 100years100stories.ca and through social media using #100years100stories.
- Share your photos through social media using #100years100stories.
- Get personally involved by
 - visiting museums and libraries
 - attending commemorative events and ceremonies (especially Fort Needham on Dec. 6)
 - checking out educational resources like the municipal and provincial archives, and the (yet to be named) interactive web site and app

Communications tools/tactics

| Tactic | Timing | Details |
|--|-----------------|--|
| RTs FB shares of @100YearsStories | August on | Weekly posts of select stories |
| Memo to Council | Sept. 25 | Remind them of campaign and to promote across all channels |
| Bus boards (interior and exterior) | Oct. 2 - Dec. 8 | Different calls to action on same creative |
| Launch social media aggregator | Oct. 2 | Encourage people to share stories, thoughts and photos on social media using #100years100stories |
| National Historic Event designation (Parks Canada) | October ?? | Media event with officials from feds, PNS and HRM |
| Launch of interactive web/app project | October 11?? | Media event at Dalhousie Art Gallery |
| Promote Creative Cities Summit 2017 | October 20 | Boat tour/retracing the explosion with summit delegates; embed media |



Communications tools/tactics

| Tactic | Timing | Details |
|---|----------------------|---|
| Bookmarks for grades 4-9; explore opportunity for contest to have students submit essays, artwork, etc. | Oct. – Dec. | Tailor content and call to action for youth audience; coordinate through HRSB and Halifax Public Libraries |
| Paid FB and Instagram ads | Oct. – Dec. | Target youth demographic |
| Social media posts | Oct. – Dec. | Highlight municipality's and partners' activities |
| Employee hub posts | Nov. – Dec. | Promote sharing of stories, thoughts on Hub and through #100Years100Stories |
| Digital screens | Oct. – Dec. | Drive viewers to campaign website via 40 screens throughout HRM in Transit terminals, Rec Centres, Customer Service Centres, municipal buildings |
| Promotion for Dec. 6 commemorative event | Mid Nov. – Dec. 6 | Earned media/interviews with key stakeholders, PSAs, social media, digital screens |

Measurement

- Media coverage reflects key messages and supports communications goals
- Web traffic to 100years100stories website from Halifax.ca
- Traffic on municipal and provincial archives sites related to Halifax Explosion information
- Number of social media engagements through #100years100stories
- Attendance at museums, libraries and participation in events related to the 100th anniversary and commemoration
- Survey of residents to determine awareness campaign recall

Social Media Facebook posts



Halifax Region shared Halifax Explosion: 100 Years, 100 Stories's ... post.

August 29 at 3:37pm · • ▼



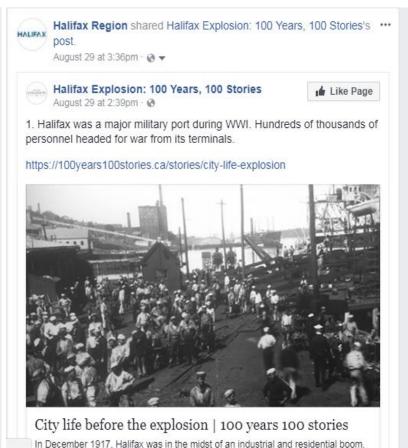
Halifax Explosion: 100 Years, 100 Stories

August 29 at 2:36pm · 🚱

Like Page

The 100th anniversary of the Halifax Explosion will take place in 100 days on December 6, 2017.

To commemorate, we're sharing 100 stories over the next 100 day... See More



Social MediaTwitter posts





THANK YOU