

Canada Excellence Research Chair
in Migration & Integration

Social Media Toolkit



**Toronto
Metropolitan
University**

**Canada Excellence
Research Chair in
Migration & Integration**

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Introduction

Who is this toolkit for?

Settlement service provider organizations:
Funded organizations that assist new immigrants in navigating the complexities of settling in Canada.

What to expect from this tool kit

This toolkit will help settlement service providers make informed decisions about their communication efforts on social media. The toolkit was designed to help organizations:

- 1. Develop goals** for communicating on social media.
- 2. Identify and learn** about their followers and visitors on social media.
- 3. Develop content** that will keep online newcomers informed about the services that they provide or events they are hosting, as well as increase the online reach of the organization by keeping existing followers engaged and attracting new followers.
- 4. Evaluate** whether the above goals have been achieved.



Why Social Media?

Social media is one of many ways to learn about life in Canada, connect with people and get information about needed services. Based on the 2018 Canadian Internet Use Survey, about 67% of new immigrants use social media websites and applications, which is very close to the usage rates observed among native-born Canadians (68%). We need to pay attention to social media because new immigrants are using these platforms to access and grow their networks.

Research suggests that 82% of newcomers connect with a person or group regarding immigration before coming to Canada. Facebook, Qzone (a social networking site based in China), online discussion forums, LinkedIn and WhatsApp are widely used for connecting with family and friends living in Canada.

Social media has become an important source of information for newcomers, and settlement service providers need to be prepared to leverage these new technologies as a part of these communications efforts so that newcomers are aware of the services that they offer.

Moreover, settlement service providers should also pay attention to the concerns that newcomers have when using social media platforms, such as:

- The information circulated online can be unreliable and untrustworthy.
- Access to smartphones and internet connectivity can be difficult for those on low incomes.
- Users would have to be skilled at searching for information online, and clear about their needs.
- Users may face information overload because of the vast array of content available.
- The risk of exposing personal information, leaving individuals susceptible to phishing scams, identity theft, and cyberbullying.

67%

of new immigrants use social media websites and applications.

82%

of newcomers connected with a person or a group regarding immigration before coming to Canada.

How are we defining social media?

Social media platforms include social networking sites, such as Facebook, QZone and Vkontakte; employment and business-focused networks, such as LinkedIn; picture- and video-sharing platforms, such as Instagram, Snapchat, TikTok and YouTube; micro-blogging sites, such as X/Twitter, Threads, Reddit, Baidu and Tieba; and digital messaging platforms, such as WhatsApp, WeChat, Telegram, Viber, LINE and Facebook Messenger.

Building a Social Media Team

Managing social media requires a particular set of skills, knowledge, and attitudes. Figure 1 provides a useful overview of 7 evolving competencies organizations should look for in their social media teams.

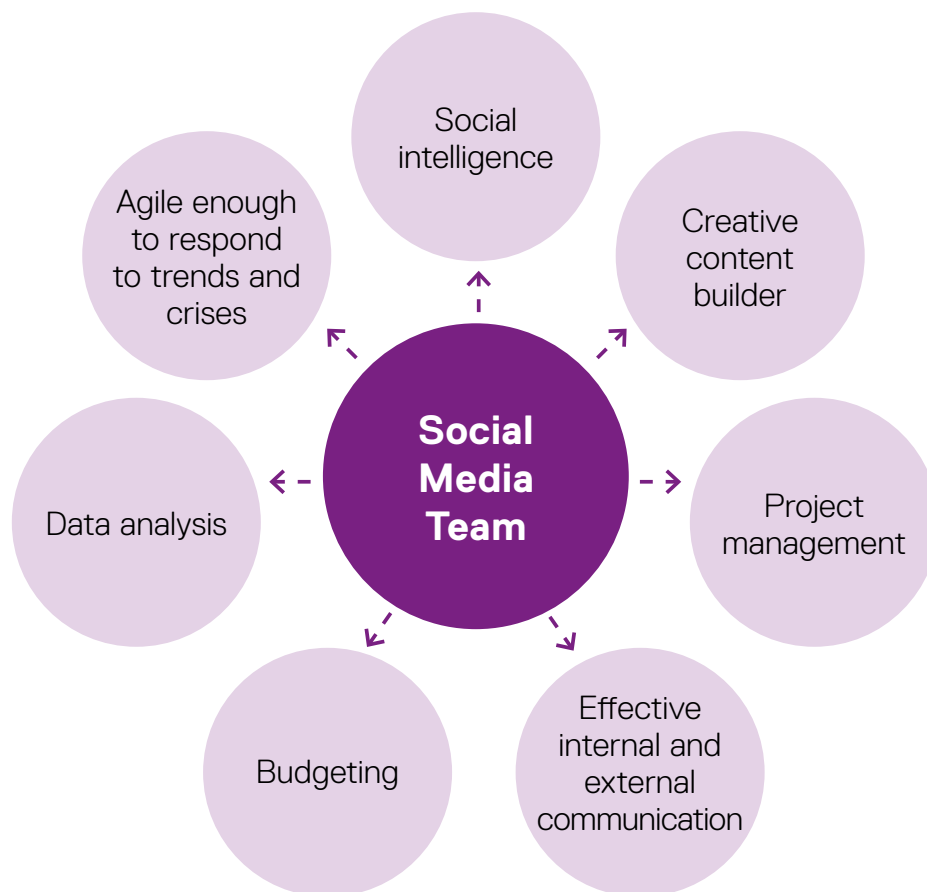


Figure 1 Critical social media competencies. Source: Sprout Social.

Social Media Team



Agile: The social media team must swiftly adjust strategies and pivot in response to trends and crises



Creative: The team must craft engaging and informative content tailored to newcomers.



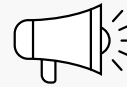
Social intelligence: The team must listen to the needs of their newcomer clients, and respond to their concerns.



Project management: The team must be capable of planning and executing campaigns.



Data analysis: The team must be able to analyze quantitative and qualitative data to identify trends, learn about newcomers, and derive insights that support the organization's communications goals.



Communication: The team must communicate with stakeholders internally and externally, maintain consistency, and make expectations clear.



Budgeting: The team should budget for various programs or campaigns, manage costs, and align spending with the organization's goals.

Your social media strategy

Every settlement service provider's target clientele and organizational goals are unique. A social media strategy can help to efficiently manage organizational resources, achieve the organization's goals and target newcomer clients more effectively.



A social media strategy can be useful to:

Save money because an organization can effectively use existing resources to grow their online presence without paying for ads. Organizations will be able to plan how and when to post content.

Save time because creating a posting calendar will free up more time for organizations to focus on other tasks.

Meet goals because content that is created and posted is clearly focused on achieving predefined goals.

Target clients because the organization can focus on learning more about their online clients through surveys, focus groups, polls, and testimonies.

The steps to build a social media strategy are provided in Figure 2. Each of these are discussed in more detail in the following sections.



Define goals: Set clear objectives.



Know the audience: Understand the target audience.



Choose platforms: Select relevant social media platforms.



Develop a content strategy: Plan your content types and themes, collaborate with others, follow a posting schedule, and use engaging visuals, audio and text.



Engage with the audience: Respond to and interact with followers. Develop a set of guidelines on how the team will respond to negative comments and trolls.



Monitor, adjust and optimize: Use analytics tools to monitor interactions and engagement with followers, learn from previous successes, and improve the content so that it reaches the right newcomers at the right time and in the right place.

Define the goals

Defining what success means to an organization is the first step to creating a social media strategy. Doing this allows social media teams to select parameters that can be benchmarked and re-evaluated over time to track progress. When setting goals, follow the SMART model. An example is provided in Figure 3.

Specific: For a goal to be practical, it needs to be specific.

Measurable: Quantifying goals makes both tracking progress and knowing when a goal has been achieved much easier.

Attainable: Goals should be realistic.

Relevant: Focus on something that makes sense within the context of the organization's broader goals.

Time bound: To correctly measure success, social media team members need to be on the same page about when a goal has been reached. SMART goals should have time-related parameters so everybody knows how to stay on track within a designated time frame.

Specific	Measurable	Attainable	Relevant	Time Bound
Increase client awareness of our programs/ services before the end of our fiscal year.	How many new followers do we have? What is our conversion rate from social media followers to actual clients at intake?	A 10% increase in the number of followers and a 2% increase in the conversion rate.	Increased usage of our programs or services.	Six months to achieve this goal.

Figure 3: Example of how to set a goal

Define the audience

Social media teams should be able to cater to the information needs of existing followers, while actively creating awareness of the services that they offer, which may also attract new followers or convert followers into clients.

To be able to do this organizations must know their audience and tailor content to their needs and aspirations.

Demographic and socioeconomic factors like age, gender, location, occupation, career level, and cultural background play a crucial role.

Knowing the audience is key to knowing the content

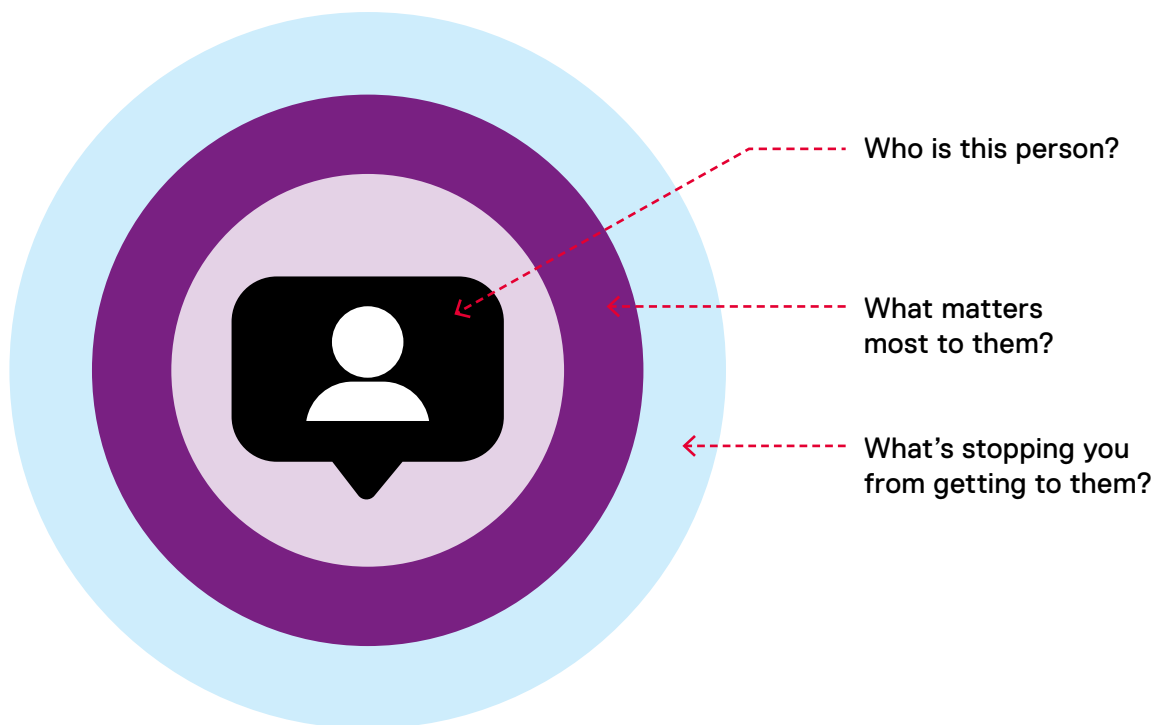


Figure 4 Defining an audience. Source: OCASI - social media and technology use in settlement services by Marco Campana.

A persona is a portrayal of your clients, shaped by qualitative and quantitative insights on existing clients. Creating personas facilitates a deeper understanding of the target demographic, helping teams choose the most effective message and platform. It's crucial to develop multiple personas. The flowchart provides information about how to create a persona.

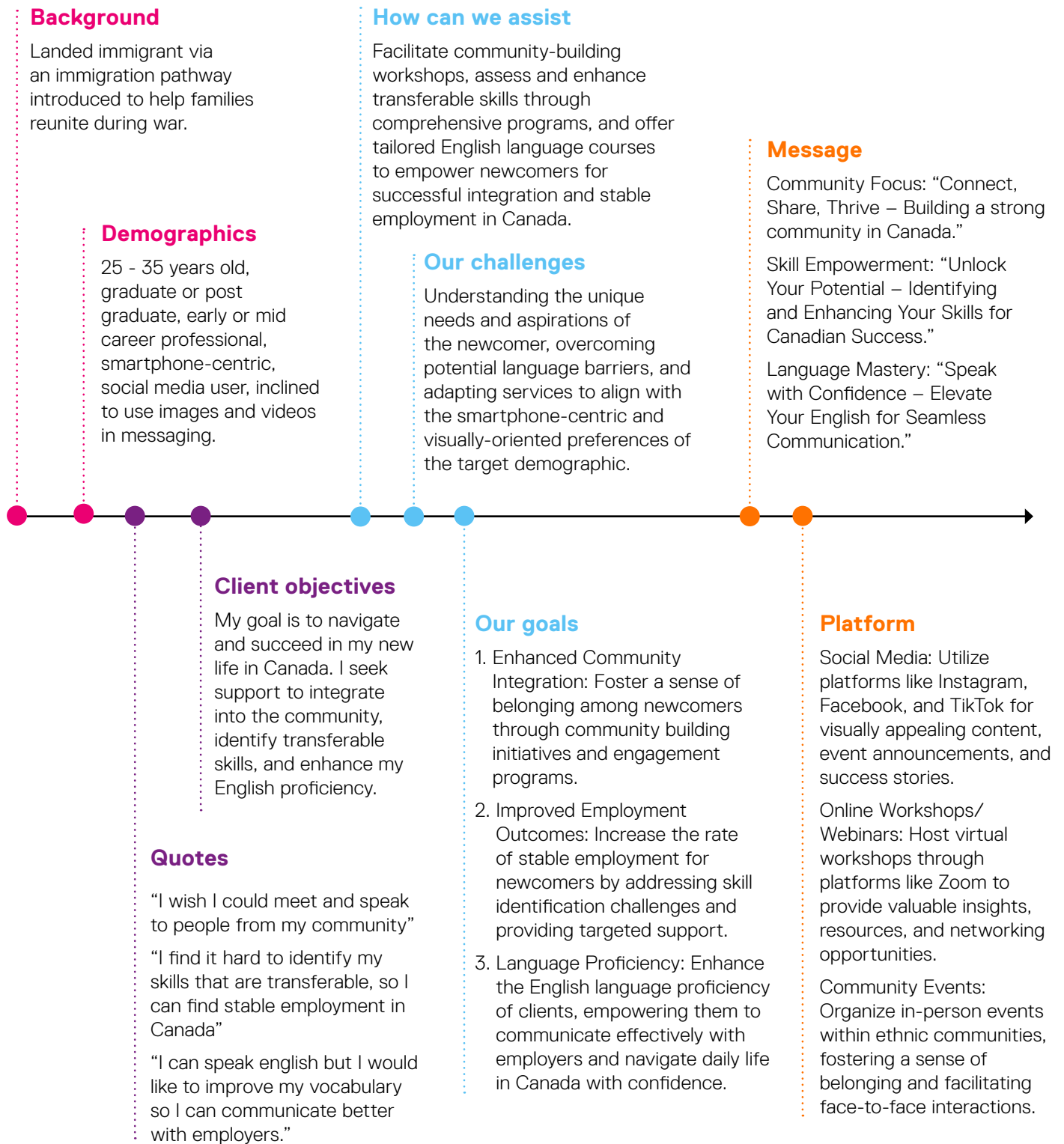


Figure 5. Flowchart to create a client persona.

Background: Briefly state the newcomer group that your organization is targeting.

Demographics: Collect demographic information, such as their country of origin, language, education, career level and family status. There are many ways that social media teams can gather information about their audience. For instance, conducting polls, surveys and focus groups, and government reports. Social media management software tools like Hootsuite and Sprout Social provide access to social analytics to create targeted campaigns.

Quotes: Capture direct quotes from newcomers to identify the sentiments and challenges of settling in Canada. Focus groups, in-depth interviews, testimonials, and reviews can be helpful in gathering quotes from newcomers.

Objectives: Identify the specific objectives, aspirations and goals the target group of newcomers would like to achieve as they integrate into Canadian society.

How can we assist: Outline the services and support your organization can provide to address the challenges that were identified earlier and assist newcomers to achieve their desired objectives.

Our challenges: Identify the limitations of your organization in addressing these newcomers' challenges.

Our goals: Based on the organization's own set of objectives, establish clear goals on how the provider can support the targeted client persona.

Message: Determine the messages that will resonate with this persona, focusing on themes, language, and tone that align with the objectives of the organization, but also address the challenges faced by the targeted client persona or meet their stated goals.

Platform: Identify the social media platform or communication channel where these targeted messages can effectively reach the identified persona. Studies by [Media Technology Monitor](#) and [CERC Migration](#) can be useful in identifying which platforms are most effective for specific personas of newcomers.



Picking a suitable platform

Once a service provider understands its target set of clients, it will become clear which platforms they are using, how they are using them and even if they want to use them to connect with the provider on that platform.

For example, according to a study by [Media Technology Monitor](#), Facebook is the most popular network among newcomers at 75%, followed by WhatsApp (64%) and Instagram (61%). Even though newcomers are active on Facebook, they might be hesitant to connect with a service provider on this platform due to privacy concerns. They might instead prefer to connect with the service provider privately through WhatsApp. This preference should influence a service provider's strategy in selecting a suitable social media channel to ensure effective communication.

Some tips before getting to the content



Maintain consistency: Use the same name/handle and profile picture across all social media platforms to avoid user confusion. Use tools like Canva for platform-specific image templates.

Complete the profile: Fill out all the information on social media profiles. Include links to the organization's website, and use "link in bio" tools like [Linktree](#) to organize multiple links efficiently.

Leverage bio space: Make the most of the bio sections on social media platforms. Besides your mission statement, use this space to promote new products, services or publications.

Use pinned posts: Platforms such as TikTok and Instagram allow social media teams to pin posts at the top of their feeds. Use this feature strategically but avoid leaving posts pinned for too long.

Check privacy settings: Ensure privacy settings are optimized to reach a broader audience and encourage engagement from all directions.

Cross-post strategically: Cross-posting content from one platform to another is okay. For example, an organization can share a link to an article from LinkedIn on its X/Twitter feed to drive traffic to its LinkedIn page for longer-form content.

Verify links before posting: Always double-check that the links are active and working before sharing rather than running the risk of frustrating audiences by sharing broken links.

Developing your social media content

Meaningful content is the cornerstone of effective communication, requiring a deep understanding of how newcomers to Canada are using social media, the message that is being conveyed, the appropriateness of the message to the context, presentation of the content, and how it will be delivered to newcomers.

Service providers must focus on creating awareness of the services that are offered through the delivery of content, tailored to the right client, in the right place, at the right time, and within the right context.

For instance, teams can share informative articles and seamlessly connect them to upcoming events or programs. One strategy is to repost or reshare content that already exists (see Figure 5), integrating it with the organization's own material to make it more relevant.

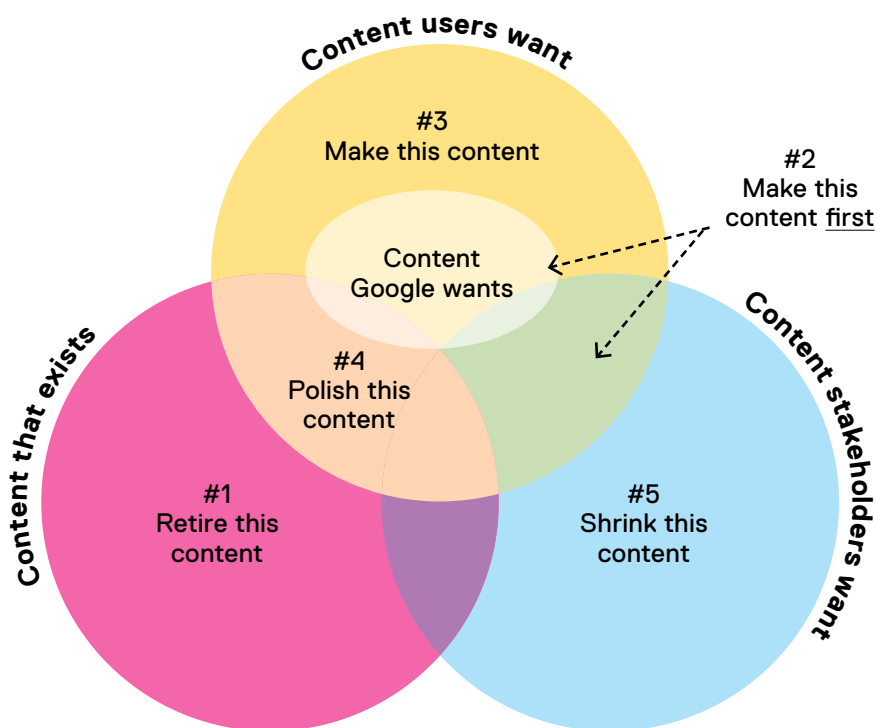


Figure 6. Content audit. Source: Five Magnitudes.

Types of content

Raising awareness of available settlement services is not about convincing newcomers to use services that they may not need.

Instead, it is about providing newcomers with the right information at the right time so that they are aware of the services that are available to them when they need it.

Social media teams might consider focusing 80% of their content on educating and inspiring their followers, and the remaining 20% on convincing followers to become clients.

For example, user-generated content (UGC) are testimonies and reviews created by clients on an online platform. UGC offers an authentic and trustworthy perspective. Social media teams can redistribute this content and supplement it with relevant context. For instance, sharing a newcomer’s job-search video while incorporating links to the organization’s employment services. Sharing the experience of a recent newcomer client not only promotes the provider’s services but also demonstrates appreciation towards the client and may speak to other newcomers on what to expect from a service.

Please refer to [Appendix A](#) for more information on formatting text, external links, using hashtags, images, videos and fact-checking.

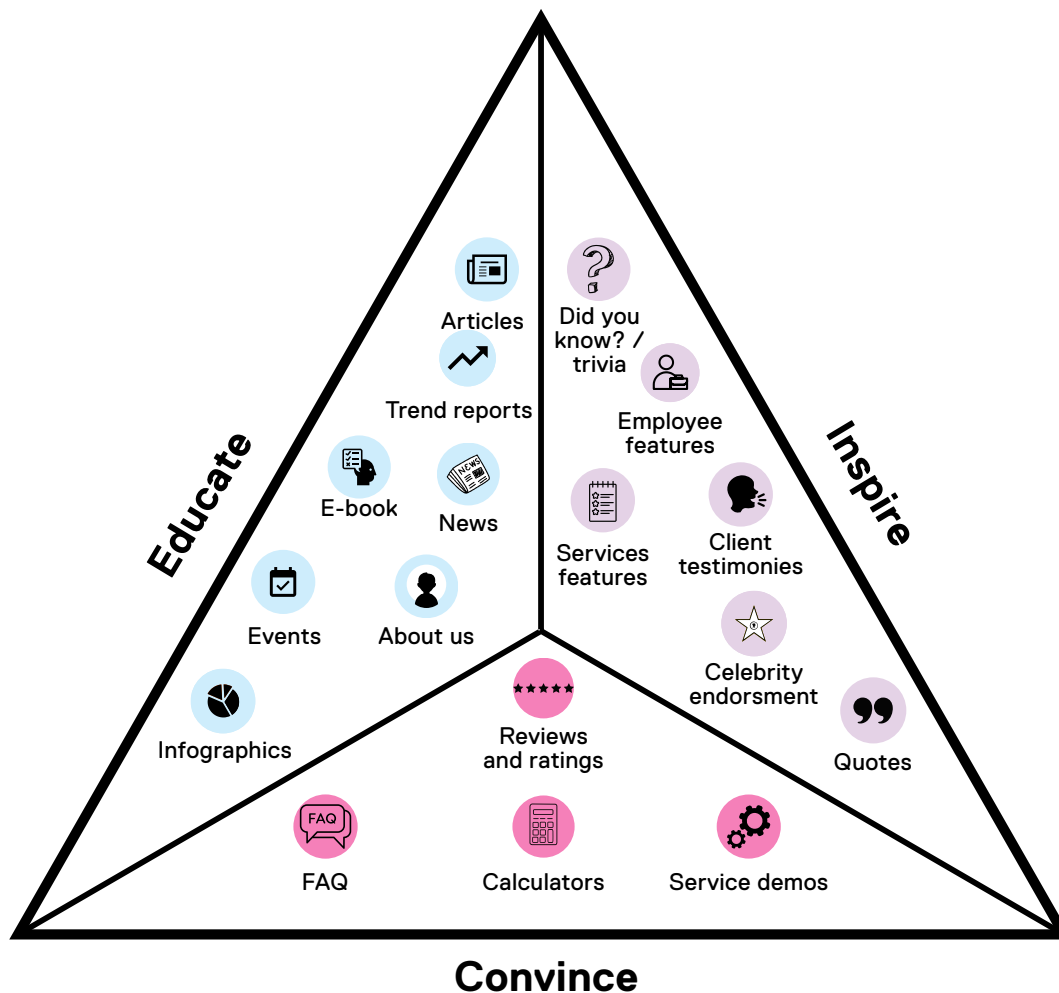


Figure 7. Types of social media posts.

Collaborations

Collaborations, particularly with emerging newcomer influencers, yield substantial advantages in enhancing visibility. Social media teams can broaden their reach and engage a diverse demographic by partnering with *influencers* who have a similar target audience, are credible, and have many followers.

An influencer could be an individual who posts content about new immigration pathways to Canada, or they might have a large following among international students. Listed below are some influencers in immigration and settlement in Canada:

- [Kubeir Kamal](#) on X/Twitter,
- [@Moving2Canada](#) on YouTube,
- [@MakeThatChange](#) on YouTube,
- [@DiAndersons](#) on YouTube,
- [@Peekapoo](#) on YouTube, and
- [Max Medyk](#) on Instagram.

Collaborations require careful planning to ensure the shared content is aligned with the values and goals of the service provider. Listed below are a few aspects in a collaboration that must be considered:

- What are the deliverables, deadlines and who is responsible for each task?
- How much will it cost?
- Who will own the content that is created and how can it be distributed/shared with others?

Scheduling

Scheduling posts is the key to building a following, reaching new clients, and manage organizational resources. Social media teams may wish to consider the following tips:

Check links: Ensure that the links included in posts are working as intended.

Stay current: Be aware of current events. Teams may need to delete a scheduled post on a day when their audience is focused on more significant issues. In times of crisis or sensitive situations, it may be best to refrain from posting or to provide support rather than promotional content.

Avoid scheduling too far in advance: Posting outdated or irrelevant content will damage credibility. Providers do not want to be seen as an unreliable source of information. Also, scheduling posts too far into the future may mean missing out on immediate interactions with followers. Teams should be prepared to respond as quickly as they can to any audience comments, shares or reposts. Finally, excessive automated posting can come across as spam.

Social media management tools like Hootsuite and Sprout Social allow social media teams to create content calendars and schedule posts in advance. They may even provide insights into the best posting times based on past engagement data for each social media platform.

When setting up a content calendar, social media teams can consider including the following elements:

Type of content: Specify whether content is text, images, polls, links, or other formats.

Platform: Indicate where the content will be posted, such as on Facebook, X/Twitter, Instagram, or Reddit, and be specific if needed (e.g., long-format video on Facebook or Instagram Stories).

Timing: Schedule posts based on when the audience is most active online.

Tags: Use tags to categorize content (e.g., “Educate,” “Inspire,” “Entertain,” “Convert”).

Status: Track the status of each post, whether published, scheduled or in progress.

Links: Include a section for adding external links that need to be posted with content.

Author: Assign responsibility for posting content to specific team members.

2024 Social Media Content Calendar	Jan - Dec 2024						
	Q1			Q2			
	January	February	March	April	May	June	July
Our Content Pillars	Education and news			Content Pillar 1			
	Cultural moments			Content Pillar 2			
	Encouragement			Content Pillar 3			
	Entertainment			Content Pillar 4			
Key dates		World day of social justice	Zero Discrimination Day	Refugee Rights Day	World Day for Cultural Diversity for Dialogue & Development		
			Int'l Day for the Elimination of Racial Discrimination				
Social media holidays	New years day	#RandomActsOfKindnessDay	International Day of Happiness	World Health Day	International Day Against Homophobia, Transphobia, and Biphobia		
Our campaigns	Stories of refugee Women #superwoman	Accessing legal services in Ontario	Learning about senior benefits in Canada				
			Finding employment				
Cornerstone Content							
Blog posts	Extraordinary feats of refugee women- Stories of refugee women		What it takes to find employment as a newcomer.		Journey of finding refuge. The perspective of a child.		
Events		Workshop on accessing legal aid.	Leveraging LinkedIn	Danforth center gardening project	My journey to Canada. Telling a story through ART (kids)		
Contests							

Figure 8. Sample content calendar.

Driving engagement

Social media is all about the potential for two-way communication and dialogue. Organizations must be prepared to engage and respond to comments. This section explores some practices to help them join the conversation.

Leveraging tools such as social media ads amplifies reach, while effective calls to action prompt desired responses, enhancing engagement and fostering meaningful conversations within this dynamic landscape. Refer to [Appendix B](#) to learn more about advertisements.

Calls to action

A call to action (CTA) prompts followers and visitors to take a specific action. A compelling CTA can be useful when a social media team is creating a post.

To write a compelling CTA, social media teams should start by asking what action do they want their followers or visitors to take? This could be to sign up for a new event, fill out the client intake form or subscribe to a newsletter.

For example, a social media team could ask newcomer clients that have already used their services to share their experience in the comments section or to post a Google review. Here are a few ideas of places teams can insert CTAs:

- A message such as “Follow the link to learn more” can be followed by a link to the service providers website, prompting followers and visitors to click the link.
- Service providers can post a story or have a pinned post on their profile with a link to the sign-up page to their newsletter.
- Any content a service provider posts offers significant space for a CTA prompt.

Once a social media team has identified the action they want the follower or visitor to perform, the right words must be used. The CTA should be clear and concise, with action-oriented language to encourage the audience to act. Social media teams should experiment with the following:

- Using words such as “you” to make the message more personal.
- Using words such as “subscribe,” “sign up,” and “join” but avoiding the phrase “click here for” as it does not provide the follower or visitor with much information.
- Implying urgency with words such as “now,” “today,” or “this week.”
 - Example: Instead of writing “Click here to subscribe to our newsletter,” teams should write the following: “Subscribe to our newsletter today.”

Interacting with followers

Create personal experiences with followers by keeping them in the conversation. Social media teams can do this by

- Hosting polls, asking questions, and encouraging followers to respond in the comment section.
- Social media teams should reply to positive comments with gratitude, which goes a long way toward building a solid relationship with the audience.
- Teams should avoid generic responses and try to personalize their interactions as much as possible.
- Teams should also monitor their social media channels for comments and messages as frequently as possible and at least once a day. This will allow them to promptly respond to comments.

Dealing with trolls and negative comments

If a social media team chooses to respond to negative comments or direct messages, they can use several helpful tactics.

Respond promptly and express empathy toward the person who left the negative feedback and offer to handle the situation privately. Teams can ask for suggestions demonstrating a willingness to address concerns and provide a better client experience.

Organizations can create guidelines in their social media strategy to deal with difficult situations such as responding to trolls. Editing comment settings and using site reporting options can be useful. The guidelines could also include rules of content moderation, which if violated could result in a post being removed.



Monitor, adjust and optimize

Social media metrics are performance indicators that give organizations the ability to monitor the effectiveness of their posted content and online interactions. Social media metrics play a crucial role in helping organizations evaluate their social media performance, identify areas for improvement, and get closer to their desired goals.

Tracking metrics such as engagement, reach, follower growth, impressions and conversion rates, organizations can gain insights into the impact of their social media strategy and make evidence-based decisions to improve their online presence. For insights into specific metrics and the tools to gather these metrics are provided in [Appendix C](#).

Most social media platforms use algorithms to determine what content is displayed to a user based on the user's past behaviour, such as their likes, shares, and comments. Algorithms will affect how quickly a post reaches its audience, how much of the audience will see the post, and how much engagement an organization will receive on a post. This impacts whether content reaches enough newcomers at the right time, and whether they are made aware of available services when they need it.

A/B testing is a useful way to efficiently choose which social media platform's algorithm does best at reaching the service provider's target client. Social media teams can create two or more versions of a post, with slight variations in the content or format, and push them to see which version performs better. The goal is to optimize content by identifying which elements resonate best with the target audience.

For example, if an organization were running an experiment with a Facebook post, the social media team might create two versions of the post with different headlines, images or calls to action. The team can publish both versions simultaneously and track their performance using engagement, reach and click-through-rate metrics. Based on the results, teams can determine which version of the post is more effective and adjust their content strategy accordingly.

Appendix

Appendix A: Content formats



Text

LinkedIn, Facebook, websites, blogs, and external publications accommodate text-based content with extensive character limits. Twitter's character constraint can prompt concise descriptions and links, redirecting traffic to comprehensive content on other platforms suitable for newcomers in Canada

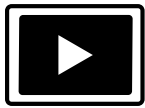
- **Grammarly:** AI-powered writing assistant for proofreading and enhancing text quality.
- **Wordtune:** AI tool that helps rewrite and refine text content for better engagement.
- **Hemingway Editor:** AI-driven app for simplifying and improving readability in text.
- **Quillbot:** AI paraphrasing tool to rephrase text and enhance its clarity.
- **Writesonic:** AI-powered tool generating copy, headlines, and social media content.
- **SurferSEO:** AI-based tool aiding in optimizing text content for search engines.
- **Copy.ai:** AI platform creating various types of copy, including social media posts.



Images

Social media images for Canadian settlement services include event photos, diverse team shots, and behind-the-scenes views. Infographics share crucial newcomer-related tips and statistics. Humorous visuals depict cultural nuances, fostering inclusivity and aiding newcomers' integration.

- **Canva:** User-friendly tools to craft engaging settlement-related graphics.
- **Adobe Spark:** AI-powered for effective social media content about settlement services.
- **Crello:** Customizable templates and AI aid for appealing settlement posts.
- **RelayThat:** AI streamlines creating multiple customizable social graphics.
- **Piktochart:** AI simplifies sharing statistical content for settlement service providers.
- **PromoRepublic:** AI helps create engaging settlement posts with a calendar.
- **Lumen5:** AI transforms text into educational settlement videos.



Videos

For Canadian settlement services, social media videos offer educational guides on immigration, language learning, and local culture. They showcase success stories, offer practical tips, and host live sessions, fostering newcomers' integration. These videos bridge information gaps, offering support and creating a welcoming environment for immigrants in Canada.

- **Descript:** Generates a script for videos and streamlines editing.
- **Wondershare Filmora:** Fine-tunes sounds and colour in videos.
- **Runaway:** Multi-faceted tool (text to video, video to video, colour grading with text prompts, removing any subjects from videos and more).
- **Peech:** Intuitively adds speaker name and designation as well as an organizations branding. Summarizes video as well.
- **Synthesisia:** Text-to-speech video generator with real-looking avatars.
- **D-ID:** Text-to-speech video generator with real-looking avatars.
- **Fliki:** Text-to-speech video generator with advanced options for editing speech.
- **InVideo:** Text-video generator.

Character limits for social media platforms can be found here: <https://support.buffer.com/article/588-character-limits-for-each-social-network>.

Image specification guidelines by social media platform can be found here: <https://blog.hootsuite.com/social-media-image-sizes-guide/>

Hashtags

Hashtags, marked by the “#” symbol, serve as a powerful tool for categorizing and organizing content on social media platforms like Twitter, Instagram, and TikTok. They enhance discoverability by making posts searchable, allowing users to easily join relevant conversations.

Instead of creating new hashtags, utilizing existing ones will improve usage and reach. Joining established conversations allows teams to connect with their target audience effectively.

Creating new hashtags can be useful for events or conferences. Careful hashtag selection is essential, as it not only influences discoverability but also reflects the diversity of the organization’s online messages.



Consider these tips to create a simple, relevant, and easy-to-remember hashtag:

- **Make it relevant:** The hashtag should be relevant to the organization’s brand or the content the social media team is promoting. Teams should use keywords related to their industry or event to make it easier for people to find, such as #ImmigrantsThrive or #SettlementServicesCanada.
- **Use capitalization:** Uppercase letters can make hashtags easier to read and understand. Teams can consider capitalizing the first letter of each word to help it stand out and make it more legible.
- **Avoid special characters:** Teams should avoid using special characters like exclamation points or asterisks in hashtags, as they do not work on most platforms and will likely break the hashtag link.
- **Keep it short:** Hashtags should be short and concise. Longer hashtags can be harder to read and remember and may be less likely to gain traction. They also take up valuable character space in posts.
- **Use it consistently:** Once a hashtag has been created, the team should use it consistently across all the organization’s social media channels. This will help build brand awareness and make finding and engaging with the content much easier.

Table 3. Tips for effectively using hashtags.

Platform	Ideal number of hashtags (#)	Notes on how and where to use
X/Twitter	1-2	Can be used anywhere in a post, can be used in comments and when retweeting.
Instagram	3-4	Use in the caption of a post after the text. It can also be used in the comments section. Using hashtags on Instagram stories does not increase reach, and avoid using Hashtags in the caption itself as it may make your content less accessible for those using a text-to-speech reader.
Facebook	2-3	Can be included in any part of your written Facebook post or in the comments. Hashtags are also useful for grouping content in private Facebook groups by theme or topic.
YouTube	3-5	Can be added in the YouTube video title or in the video description. Don't use more than 15 hashtags. YouTube will ignore all the hashtags, and maybe even flag your content because of your spammy behaviour.
LinkedIn	1-5	Hashtags can be posted anywhere in your LinkedIn posts.
TikTok	3-5	Hashtags should be displayed in the description or the discover page.

Source: [SocialPilot](#)

Fact-checking

Posting incorrect information as a settlement service provider negatively impacts the client's trust in the provider and damages its reputation. Ensuring publication credibility involves various fact-checking methods. When sharing or re-sharing content, social media team members can ask key questions:

- Does the story seem unlikely or contain grammatical errors?
- Is the story solely from a new social media page without a substantial following?
- Are other reliable sources reporting similar information?
- What's the author's background and potential bias?
- Is the content recent, and can image searches verify its authenticity?

Appendix B

Advertisements

Social media platforms offer paid advertising features, known as “paid reach”, to boost content visibility at varied costs. Platforms like Facebook and Instagram allow organizations to target ads to specific clients.

This [website](#) provides information of the cost of advertising on social media platforms.

Google Ads grants

Google Ads can create targeted ad campaigns across platforms like Google Search, YouTube, and the Display Network in various ad formats. It offers precise targeting options like keywords, location, device, and demographics. It also provides comprehensive analytics and reporting tools that can be used to monitor and optimize a campaign’s performance for optimal results.

Settlement service providers may be [eligible](#) for Google Ads grants, which gives them access to up to USD 10,000 a month worth of Google Ads that will be visible on Google.com. Getting started with Google Ad Grants is a [four-step process](#).



Appendix C: Metrics and Tools

Audience growth rate

A measure of new followers in comparison to the total followers within a particular time window. This metric measures new followers within a specific period as a percentage of total followers.

$$\text{Audience growth rate} = (\text{Net new followers} / \text{total number of followers}) \times 100$$

Mentions

An important metric to track is the volume of mentions, which translates to the size of the conversation about a particular topic. Depending on their goals, organizations should track keywords related to their name, service, industry, or sector. Following this metric allows them to understand the size of the conversation on topics that concern the organization. Organizations can use a social media management software or social analytics tool to help them effortlessly track the number of mentions.

Reach/exposure

The potential audience for a post based on total followers or page likes can be considered as reach. If an organization's X/Twitter page has 1,500 followers, it has a reach of 1,500. If one of the organization's X/Twitter followers retweets the content on their own page, the total of theirs and the organization's audience will be considered as exposure. If the individual who retweeted has 500 followers, the calculated exposure of the tweet will be 2,000 (= 1,500 + 500).

Engagement

"Engagement" is an umbrella term for how much and how often audiences interact with the organization and its content on social media.

$$\text{Engagement rate} = (\text{Total number of likes, comments and shares} / \text{total number of followers}) \times 100$$

Virality rate and amplification rate

The amplification rate is the number of shares a post receives as a percentage of the total number of followers. A high amplification rate means an organization's followers are helping it build reach for its social media page.

Like the amplification rate, the virality rate calculates shares as a percentage of reach rather than as a percentage of followers.

Click-through rate

This metric shows how many people saw a post and wanted additional information. It can be described as how often people click the link in a post to access additional information.

Click-through rates are measured by dividing the total number of clicks by the total number of impressions, and the result is then multiplied by 100 to present a percentage point.

Follower-client conversion rate

This metric is useful for evaluating the social media team's online communications strategy, if gaining more clients is one of the organization's goals. However, the process outlined below is specific for LinkedIn. It can be replicated for other social media platforms as well. The steps we took are as follows:

- We used Phantombuster to retrieve a list of all followers from the Company Pages of Jumpstart Refugee Talent (JRT).
- The process of scraping retrieved all 2,258 followers from JRT's LinkedIn Company Page on 07 March 2022.
- Scraping using Phantombuster provides the first and last name of the followers, a URL to their LinkedIn profile, and the date they initially followed the company page.
- We selected a 10% random sample of these followers and requested staff at JRT to match them using their first and last names to their internal client database. Those that matched are clients and followers, while those that did not match are assumed to be followers but non-clients (see below for a list of issues we encountered during the matching process).
- JRT reported a 13% conversion rate of followers who were also clients. Since this is a 10% random sample, we are 97% certain that the true conversion rate is ± 5 percentage points around that value, or somewhere between 8% and 18%.

Problems encountered during the matching process between the full names used on LinkedIn and those in the client list:

- Clients use names on LinkedIn that differ from those used in the client database. This can make it difficult to match people using automated processes. We instead relied on fuzzy string matching and manually checking the matches.
- Client intake dates were not always tracked. This makes it difficult to determine whether a follower became a client before or after they had started to follow the company on LinkedIn.

Tools for collecting social media metrics

Many social media platforms provide metrics. For example, a LinkedIn Company Page comes with Page Analytics to analyze follower growth, follower and visitor demographics, as well as engagement statistics for posted content.

Social media management tool such as Hootsuite and Sprout Social can be useful for social media teams managing several social media accounts. These tools can assist social media teams to track social media metrics in a centralized dashboard, compare content posted on several social media platforms, and get access to real-time analytics overtime to conduct trends analysis. These tools can also be useful to learn about followers and visitors, such as their demographics, interests, and behaviours, but also to assess the performance of certain types of content.



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