

Stay Home, Stay Safe, Save Lives

#StayHomeON – Influencer Strategy and Outreach

January 15, 2021

PURPOSE

COVID-19 case counts continue to rise. It is more critical than ever that Ontarians stay home, stay safe and save lives.

Your social channels contain highly curated content and you have your own brand that your community values.

We would appreciate if you could encourage your fans and followers to do their part to help stop the spread



LEVERAGING YOUR SHARE OF VOICE



WHAT MAKES AN INFLUENCER?

Influencers are people or channels with significant networks (followers, readers, etc.) who can speak to a broad range of messages with the ability to influence opinion.



WHAT ARE WE TRYING TO DO?

A form of marketing that identifies and targets individuals who have access to and influence over consumers.



WHY THIS MATTERS?

Influence isn't just characterized by having a lot of followers. It's also driven by trust, expertise and the relationship between the influencer and their community.

CONSUMER TRUST

61%

of consumers likely to trust recommendations from a friend, family member or influencer on social platforms over brands

(Business Wire)

52%

of Gen Z and millennials say they trust influencers to give good advice about the brands and products they're promoting.

(Influencer Report 2019)

74%

of consumers trust opinions they find on social media from friends, families and influencers to help decide on products or services

(Digital Marketing Institute)

HOW YOU CAN HELP

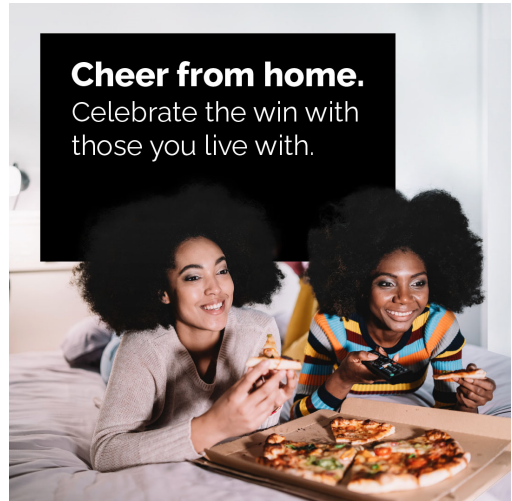
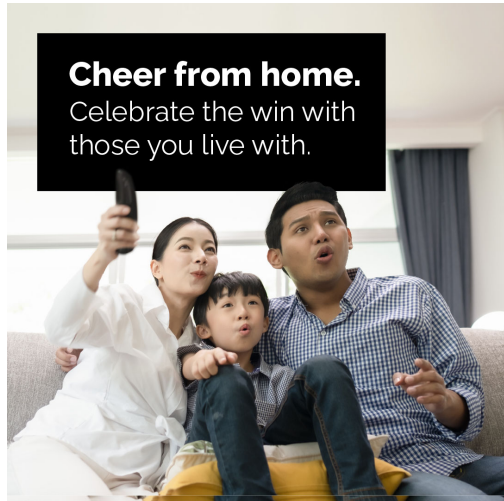
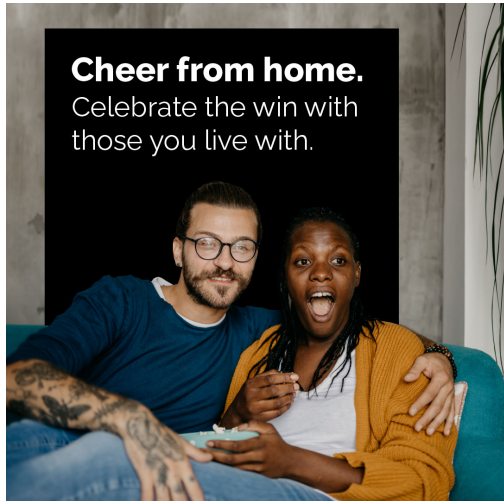
**Share assets &
amplify health
messaging**

#StayHomeON

We can provide **key messages, the #StayHomeON and shareable assets** for you to share on your social feeds to encourage Ontarians to stay home, stay safe and save lives

STAY HOME, STAY SAFE, SAVE LIVES.

- Help stop the spread of COVID-19. Staying home means saving lives. We're all in this together.
- For our health care workers, our essential workers and our health care system, let's stay home and save lives.
- Together we can stop the spread of COVID-19.
- #StayHomeON



HOW YOU CAN HELP

**Create content
of your own**

#StayHomeON

Using **key messages** and the **#StayHomeON**, create your **own content** for your channels to encourage Ontarians to stay home, stay safe and save lives

REFERENCES



DJ Smith

Head Coach – Ottawa Senators

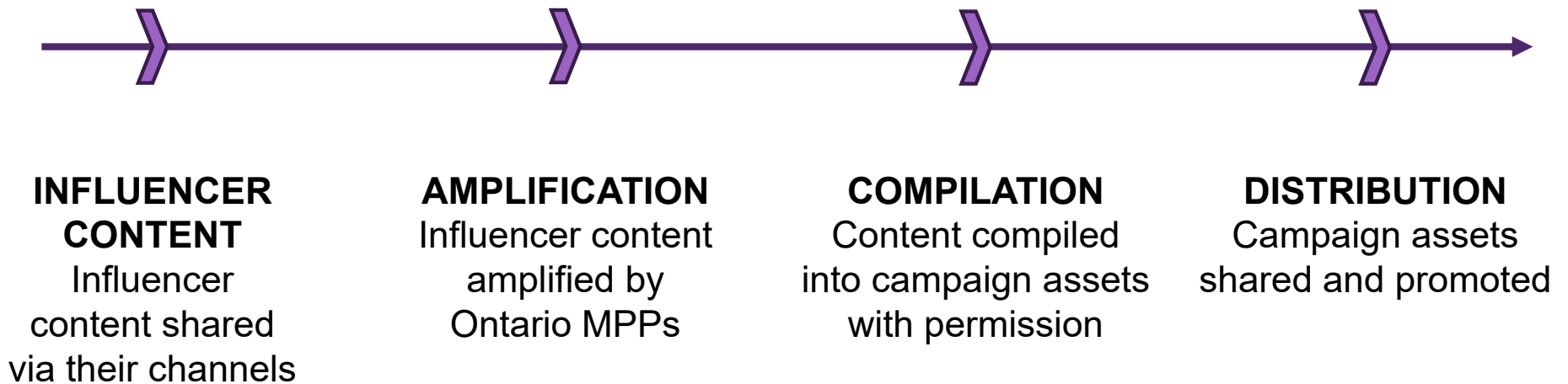


John Weber

Executive producer – Vikings, Handmaid's Tale

AMPLIFICATION & DISTRIBUTION

Content can be distributed through your channels with additional organic distribution provided by Minister MacLeod and Ontario MPP channels to extend reach and amplify assets. Leverage #StayHomeON.



TIMELINE

Jan
15

Influencers Briefing

Jan
18+

Organic Content Production – Support Calls to Influencers Begin

Jan
22

Campaign Kick Off – Content Posted

On-
going

Content amplified, re-shared, and progress tracked

On-
going

Campaign Compilation Assets Identified and Distributed

BUILDING MOMENTUM TOGETHER

Work together to **trend on social feeds** across Ontario on **January 22** to help breakthrough and encourage Ontarians to stay home, stay safe and save lives.

#StayHomeON



MEASURING OUR IMPACT:

- Social Engagement
- Hashtag Use
- Content Views
- Influencer Participation
- Trending Topic

Thank you for your help.

Stay Home, Stay Safe and Save Lives

#StayHomeON