# #16

COMPLETE

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| **Collector:** | Web Link 1 (Web Link) |
| **Started:** | Thursday, September 03, 2020 3:01:35 PM |
| **Last Modified:** | Thursday, September 03, 2020 3:53:54 PM |
| **Time Spent:** | 00:52:18 |
| **IP Address:** | 173.183.117.218 |

## Page 1

**Q1**

BIA Name:

South Granville BIA

**Q2**

Contact:

Svenja Mehmke

**Q3**

Email:

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**Q4**

Project Title:

Communications Toolkit

**Q5**

Category:

**Marketing**

**Q6**

Project Description:

About two weeks into mandated shop closures, the BIA realized that this is a crucial moment for its members to communicate with their customers to keep relationships and therefore their businesses alive.

Social media is a proven way to achieve exactly that but can be a struggle for non-digital-natives and even them. Because - what do you talk about online when suddenly your world has turned upside-down?

The South Granville BIA provided their members with an internally written Communications Toolkit that included:
- Hands-on social media tips incl. content ideas
- Guide to Crisis Communications
- Tips to get the most out of your Google listing
- A source of links to free and local support programs as well as grant programs by other companies
- A frequently updated directory of helpful webinars
- Frequently updated COVID-19 updates

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**Q7**

Audience:

Members of the South Granville BIA

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**Q8**

Implementation:

Implementation took place through our website southgranville.org and the Communications Toolkit was distributed to our members via newsletter tool.

See the toolkit incl. all links to the mentioned content above here: https://mailchi.mp/4cb34a8fa9ee/south-granville-neighbourhood-june-2494825

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**Q9**

Results:

In communications with members, online and web presence has been a key indicator of whether or not a business has navigated the economic challenges of the pandemic well. Many members have expressed appreciation for the toolkit and we're currently working on a Social Media Boot Camp course to increase our members' digital literacy longterm.

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**Q10**

Cost:

$0

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