

BUSINESS TO BRUCE

South Bruce Business Recruitment Strategy & Support





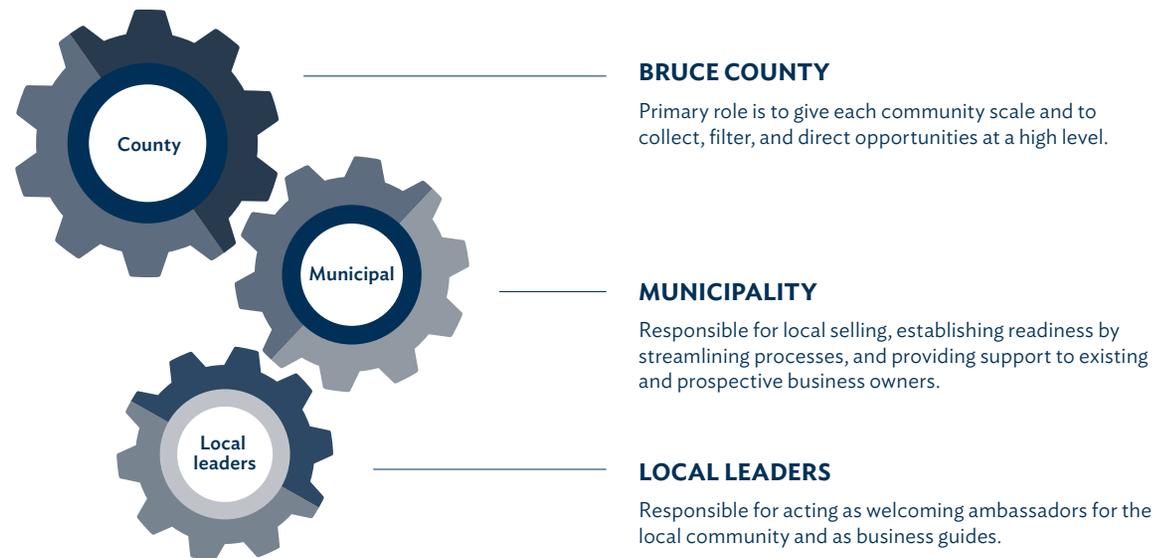
Welcome to Ontario's
cooperative community.

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BUSINESS TO BRUCE COUNTY

In 2014, Bruce County developed a county-wide community investment program, called Business to Bruce (BtoB), that was founded on the principle of collaboration and focused on recruiting/nurturing entrepreneurs. Three levels of participation were identified (county, municipal/township, and local leadership) each with their own role to play.



The County's Role

Business to Bruce is about collaboration between local networks of business owners, communities and the county. Each group has a specific role to play. For the County's part, the focus is on providing communications resources and scale; to reach beyond the borders of Bruce County and build awareness of the opportunities here. Equally important, the County's economic development team is in place to guide and coordinate local efforts, support networking and provide access to expert resources. We'll even help spread the word locally if that's what it takes to help our partners succeed. Listed below are the key areas of County participation.

ELEMENT	OPPORTUNITY
WEBSITE	The BtoB website is a wide net that will serve to receive and process interest in county opportunities, and direct that interest to individual communities and local business networks. All communications activities both inside and outside the County will generate visits to the BtoB website. The county will staff and maintain the website.
SOCIAL MEDIA	BtoB is active on Facebook and Twitter and promotes opportunities in the region related to business development. In order to take advantage of the County's broad reach, communities are encouraged to connect with Bruce County if they have business-related content to share (examples include opportunities, new business announcements and events).
EDUCATION & TRAINING	Bruce County's economic development office offers a variety of educational programs and classes throughout the County ranging from general business support like hiring standards and accounting, to sector-specific opportunities like starting a creative business. New educational programs and events are always being developed and the county is eager to partner with communities in offering programs related to their business development strategy.
OUTREACH	Using a variety of tools including paid digital media, media relations and owned channels (social media, and e-newsletters), Bruce County is reaching out to residents within and beyond our borders with Bruce County positioning. Traffic from the majority of outreach will be directed to the Business to Bruce website where prospects will be directed to explore the communities and opportunities available to them.
GRANT SUPPORT	Economic Development grants have been developed to advance program objectives in addition to researching other sources of funding.
STEWARDSHIP & MOBILIZATION	County resources will support local economic development staff to guide the program, local council, and while establishing local business owner networks. In addition, the County will participate in bringing those networks together through its own network.
PARTNERSHIP	Explore the Bruce is an extensive and successful program that connects visitors and residents alike as they explore our county through the tourist season. Turning tourists and seasonal residents into full-time local business owners is also a primary strategy for the majority of communities. The economic development team is a resource for promotional distribution, research and attraction support.

BUSINESS TO SOUTH BRUCE

Though small in number, the business community in South Bruce more than makes up for its size with a positive outlook, willingness to work together and energy. Economic development for the future will leverage these attributes by mobilizing private and public sector activities, and communicating around South Bruce's unique point of difference in the Ontario marketplace.

Situation Analysis Summary

Before creating the BtoB strategy for South Bruce, an audit of the current situation was conducted and a business community insight session was held.

REVIEWED	CONSIDERED	HEARD
<ul style="list-style-type: none"> • Existing community strategies • Traffic counts • AECOM profile • Population statistics • Competitive landscape 	<ul style="list-style-type: none"> • Sharing economy • Millennial generation trends • Middle class erosion • Agri-tourism • Urban living trends • Succession planning 	<ul style="list-style-type: none"> • Strong, welcoming communities • Affordable cost of living • Perceived lack of civic pride • Limited/expensive farmland

Based on the current situation and opportunities audit, and using insights gained from business owner stakeholder sessions, it was concluded that:

- (1) There is a strong under-current of positive business leadership and an interesting cluster of cooperative businesses in South Bruce.
- (2) The issues are typical of most similar rural communities (lack of housing, aging demographic, few tourism assets, and lack of differentiation, scale and desirable space).
- (3) South Bruce strengths are also common to most similar rural communities (welcoming, low cost of living, security, agriculture).
- (4) The South Bruce 'product' has attributes (culture, co-ops, engaged business leaders, economic development strength) that when integrated and developed will attract prospective talent (both entrepreneurial and labour).

Audiences

South Bruce doesn't have to be all things to all people. The community needs 'more of the same' (who not what) – collaborative engaged business builders, people interested in the emerging cooperative business model and younger families who are looking for alternatives to the high-stress/high-cost of urban living. There are three segments of people who should be accessed to attract prospects:

WHO	DETAILS	WHEN
Bruce Alumni	<ul style="list-style-type: none"> • age 25-35 • young (singles or couples) with or without children • moved away for an education • college or trades training • familiarity with the area (originally from the region) 	Reach out in and around the holiday season and the summer. Use personal networks of current residents to establish connections.
Friends & Family	<ul style="list-style-type: none"> • age 25 - 55 • reached through personal networks and social media • seeking middle class life and opportunity • working in Southwestern Ontario (Windsor to London corridor, Kitchener/Waterloo and Guelph) • may not own a business yet 	Reach out in around the holiday season and the summer.
Rural-Wannabes	<ul style="list-style-type: none"> • age 25 - 55 • are looking for rural living options or alternatives • semi-skilled or skilled but under-utilized • looking for simpler, less expensive lifestyles • have experienced aspects of rural living (anywhere) • same geography as friends and family 	This is not a priority audience, but can be added by exploring personal networks of existing residents. Focus on summer timing.

South Bruce BtoB Strategy

In the context of economic development, creating and deploying a strategy should result in advantage and preference for South Bruce. The strategy should present a reason for a specific type of prospect to choose South Bruce (see audience priorities).

To that end, meaningful differentiation is critical to success; meaningful to the target audience and different when compared to all competitive options.

The BtoB strategy for South Bruce, therefore, is focused on positioning the municipality as Ontario's cooperative community in the context of business models, municipal services delivery and partnership, succession planning, local expertise and lifestyle. By developing ideas, communicating, executing tactics and living that position, South Bruce will attract the attention of liked-minded people (from within our audience segments). Awareness of South Bruce's unique mindset will grow. And with that awareness will come prospect consideration.

Why a 'Cooperative' Strategy?

Positioning as a uniquely cooperative community differentiates South Bruce from other similar rural communities, allows us to build a unique context around our activities and communications, and leverages our two key economic strengths: existing, strong co-op businesses and an engaged local business leadership group.

The cooperative context is both fitting and aligned with the times:

- Is a topic and way of working/business-building that appeals to a younger generation.
- Helps aging business owners in the community consider employee-owned succession planning; this also helps to retain existing strength in the local talent pool.
- Helps lower the financial barrier of entry and shares the risk (depending on type of co-op) for new businesses.
- The co-op message resonates in the food and agri-production sectors (two key local clusters).
- Cooperative modelling can guide how South Bruce delivers business services to the community (and other services for that matter).
- As the sharing economy* grows, South Bruce will be positioned take advantage of new trends.

* The sharing economy is an internet-based, socio-economic ecosystem built around the sharing of human, physical and intellectual resources. It includes the shared creation, production, distribution, trade and consumption of goods and services by different people and organizations.

Positioning Narratives

Human beings transfer information in the form of stories. In the context of marketing, these stories are called brand or positioning narratives. The narrative sets direction, establishes context and becomes the lens through which the strategy comes to life.

South Bruce BtoB Narrative

There was a time when you didn't have to give up on life to own a home. When business owners helped each other. When communities worked together to create shared prosperity. Yet in most places, that time is long past.

In South Bruce, life is different and we are expanding on our cooperative legacy and community business culture to ensure shared prosperity defines the future of this community as well as its past.

In South Bruce, we can leverage our thriving cooperative spirit through leading local cooperative businesses like Gay Lea and The Ontario Goat Cooperative. We will create a culture of cooperative excellence – define it, become experts in it, invest in it and support local expansion and new business models based on that expertise. We will create opportunities to come together as a business community and share expertise. We will match the cooperative spirit of our community with municipal services that are collaborative and helpful.

Our story is one of working together to create new opportunities – for the agri-food, specialized manufacturing and cultural business operators here – for the families that live here now and new families yet to arrive. South Bruce is the cooperative community – this is where you can make friends with your future.

South Bruce Themes

Themes (slogans, taglines, positioning statements) summarize what makes a community unique and ‘of interest’ to the target audience in as few words as possible. The South Bruce ‘theme’ is the summary of the positioning narrative and should be used as a key message in all BtoB communications. If applicable, the theme for South Bruce specifically should also be used in all community communications.

SOUTH BRUCE
FORMOSA • MILDMAY • TEESWATER

wordmark

 Ontario's
cooperative
community

theme

Action Plans, and Who Does What?

Strategies are a waste of paper without relevant action plans and the right people doing the right things to execute those action plans. What follows are the South Bruce BtoB action plans and roles/responsibilities guideline.

ROLES AND RESPONSIBILITIES

MUNICIPALITY

- Apply localized marketing tools to promote local business culture
 - keep the conversation positive
 - encourage entrepreneurial culture
- Support local leader network
 - monitor online network and facilitate connections with locals
 - facilitate/organize quarterly meet ups with existing owners (blend of social and entrepreneurial; identify possible ways to work together to create economic opportunities). Invite prospects if appropriate.
- Identify and mitigate current obstacles to new or expanding businesses
 - start with the “maybes” from the product readiness chart
 - engage local business leaders where their insight is needed
 - focus first on the quick/easy wins
 - flexibility is more important than being ready for every scenario
- Continue to work with and encourage participation in Spruce the Bruce grant program
- Identify and nurture existing business expansion opportunities
 - get to know your current business owners and help connect them with each other (either through quarterly events or one-on-one as needed)
- Support elected officials as advocates

LOCAL LEADERS (BUSINESS OWNERS)

- Annual commitment of approximately 15-20 hours
- Participate in online network that welcomes prospective business owners
 - respond to questions
- Act as ambassadors for new business prospects
 - meet/guide new prospects when they come to town
 - mentorship for newly established business owners
- Engage extended networks in business recruitment

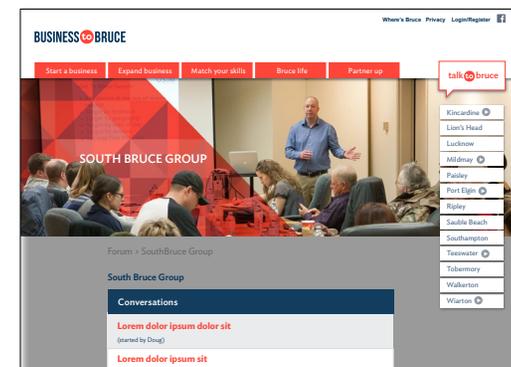
The South Bruce Area Business Owner Network

The best way to welcome prospective business owners to South Bruce and area is to connect them as quickly as possible to other business owners in town. We're making this easy and digital by forming a loose association of local entrepreneurs online. This approach is easy to learn and manage, and it will be located on the Business to Bruce website. Key to the success of the network is timely and relevant response.

NETWORK ADMIN. South Bruce network admin is the economic development staff's role. An email alert will be sent to this individual every time a post is made in South Bruce's network. Their job will then be to alert an appropriate business owner in the network so that the ensuing response and conversation is directly between an existing business owner and a prospect, when appropriate (i.e. planning or process question), the economic development staff can respond directly.

BUSINESS OWNERS. Current South Bruce and area business owners representing various sectors should be recruited to be on standby for network participation when needed. Time commitment is 15-20 hours annually and the main role of the business owners will be to answer questions and serve as welcoming ambassadors to new prospects. Current business owners are free to post questions or discussion topics at any time.

PROSPECTS. Prospects directed to South Bruce's network on the Business to Bruce website can ask questions in the forum at any time. Questions may be answered by the Municipality or current business owners in the network (whichever is most appropriate).



Website

ACTION PLANS

Short Term (ST): 2-3 months | Medium Term (MT): 6-12 months | Long Term (LT): 1 year +

1. Local Business Culture

The Municipality of South Bruce has demonstrated a positive business culture with a dynamic group of entrepreneurs. In fact, it's one of the Municipality's greatest assets from a business and community development perspective. This group should be formalized and connected as a Local Leader Network, engaged in ongoing conversations, nurtured, and expanded on. Keep the conversations positive and focus on how you can work together as a community to continuously improve the local business environment. Everything you do should be filtered through the lens of cooperation.

ACTIONS	TIMELINE
Establish a South Bruce Business Facebook group and execute content plan.	ST
Validate local business owner email list for ongoing communication.	ST
Facilitate quarterly business meetups for local business owners to socialize and learn (theme each meetup).	ST
Confirm Business to Bruce website participants and agree to/formalize response process.	ST
Organize annual cooperative business event (see event plan support document for detail).	MT
Continue to promote and pursue Spruce the Bruce opportunities for physical improvements.	Ongoing

Outcome: A positive, welcoming and progressive local business culture is essential to the success of the Business to Bruce program. By nurturing and supporting the already positive business culture that exists in South Bruce, the community will be positioned as attractive and receptive to new business owners coming to town. By formalizing and engaging the current network of business owners, South Bruce will be ready with a team of ambassadors to receive and help land future businesses.

2. Barriers to Business

Several barriers (or perceived barriers) to new business development and business expansion were identified in Business to Bruce stakeholder sessions. The documentation of these barriers needs to be formalized and action plans needs to be developed to mitigate each obstacle. While this will have the obvious effect of making the Municipality easy to deal with when starting or expanding a business, it will also demonstrate a willingness to cooperate with current business owner which will help to bolster the positive local business culture. Remember, flexibility is more important than being prepared for every possible scenario.

ACTIONS	TIMELINE
Identify and document barriers for new businesses and existing business expansion (consult Municipal staff, County staff and business owners).	ST
Prioritize list based on perceived barriers (those solved by improved communication) and barriers that will require process changes or additional resource support (financial or human).	ST
Develop barrier-specific action plans for how to remedy the barriers to business.	ST
Execute action plans (focus on and promote the quick wins first).	MT

Outcome: Not all documented barriers must be eliminated. Reducing barriers and streamlining processes where possible, however, will create a more positive relationship with the Municipality and over time, cooperation with the Municipality will be viewed as a an asset to the business community as opposed to an unavoidable necessity. It's important that this process be an ongoing one with challenges being regularly reviewed.

3. Cooperative Business Support

A key element to realizing South Bruce's positioning as a cooperative community is becoming the cooperative experts that business owners can turn to with questions and ideas. South Bruce staff should strive to become generalists in the area of co-op knowledge and facilitate connections with specialists where appropriate.

ACTIONS	TIMELINE
Research and create a database of sector-specific cooperative examples/case studies (ag, retail, arts/culture, employee ownership models, hospitality, services, housing etc.).	ST
Source and make available existing cooperative business support materials; look to Industry Canada, Cooperative and Mutuels Canada, Co-op Zone, Canadian Cooperative Research Network, and Ontario Co-op Association.	ST
Form a cooperative advisory committee consisting of volunteer experts in finance, legal, HR and cooperatives; define and formalize their role as a resource for new business development or expansion.	MT - LT

Outcome: South Bruce economic development staff will become knowledgeable in cooperative businesses and act as key resources for those interested in pursuing cooperative businesses (either as a succession planning option, expansion opportunity or new business establishment). The establishment of a cooperative advisory committee will fill any knowledge gaps and provide service-specific guidance for new and expanding businesses.

4. Cooperative Community Small Business Investment Fund

Access to capital remains one of the largest barriers of entry for new/young entrepreneurs, start ups and rurally-based companies. By taking a cooperative funding approach, South Bruce may be able to reduce this obstacle and create new business opportunities for entrepreneurs who may otherwise be limited. Development of a community small business investment fund should be approached thoughtfully and deliberately. It's more important to do this right than it is to do this fast.

ACTIONS	TIMELINE
Form the core project team/board (could be the same group as the cooperative business committee).	LT
Establish mission, vision and goals for the fund.	LT
Research best practices and examples.	LT
Develop structure and administrative process (consider what return, conditions and commitment need to be fulfilled by both investors and recipients). Be sure to review securities regulations, relevant legislations, tax requirements etc.	LT
Develop process for selling the opportunity to potential investors and secure investment.	LT
Promote fund within the community and begin funding projects.	LT

Outcome: The successful development of a community small business investment fund will provide opportunity not just for aspiring entrepreneurs to access capital, but for broader community involvement and collaboration. Rural communities have always found strength in working together and by applying this mindset to business funding, the entire community will benefit.

5. Agri Cluster Expansion: Small Scale Food Processing

Small scale food processing is a natural fit for South Bruce and has been identified as a growth opportunity both in terms of expansion and new business development.

ACTIONS	TIMELINE
Inventory current agri-production in South Bruce (and area) including existing food processors.	ST
Identify and analyze food consumption trends as they pertain to: 1) all of Canada; 2) dominant immigrant groups in the GTA (top three: South Asian, Chinese, Filipino).	ST
Identify opportunities where supply could be matched with changing demand.	MT
Facilitate connections between producers and processors.	MT

Outcome: A more deliberate approach to aligning agricultural outputs in the region with value-added processed foods that match Ontario and Canada's population will result in the decommoditization of part of South Bruce's agri-production sector. This will help to promote innovation and diversify the ag sector of the local economy.

6. Agri Cluster Expansion: Determining Viability of Agri-Tourism

In theory, agri-culinary tourism is a fit for South Bruce given the abundance of agriculture in the region and the potential tourist pool that is travelling up and down the coast of Bruce County every year. That said, analysis needs to be done to determine the viability of opportunity.

ACTIONS	TIMELINE
Inventory local producers and segment list based on agri-products for human consumption and those for other purposes (animal feed, biofuel etc.).	ST
Map the products and look for patterns or integration opportunities.	ST

Outcome: If it's determined that there is an appetite and capacity for agri-tourism development in the region, work with producers/business and other public sector support (County/Provincial) to create a plan for developing the assets into viable tourist attractions.

Tools for creating and reinforcing South Bruce as Ontario's Cooperative Community.

The tools identified and offered as samples in this section of the toolkit are designed to help South Bruce economic developers and local business leaders position and build awareness of South Bruce as a cooperative community during presentations, through promotion, during events and as outreach to the priority audiences. All tools are aligned with the action plans following these pages.

TOOLS: PITCH KIT (FOLDER & INSERTS)

The pitch kit is a positioning tool that introduces key themes and facts about South Bruce during events, face-to-face meetings and for mailing as required. Blank mastheads can be used to create content that is specific to the activity (specialized information about a business sector like agri-production or light manufacturing for example).



Folder Cover



Insert

TOOLS: PULL-UP BANNER

The pull-up banner identifies South Bruce as Ontario's Cooperative Community and should be used at all events, meetings, trade shows and other municipal gatherings.



Pull-Up Banner

TOOLS: EVENTS

Using Events to promote Ontario's Cooperative Community

Creating opportunities for local business leaders and their networks of friends and colleagues to gather, learn and share ideas promotes the South Bruce market position. South Bruce events should be about cooperative idea generation, education and thought-leadership. One annual event (guest speakers and networking in the context of cooperative ideas) and several smaller local events will form the basis of this ongoing tactic.

Annual Event – Exploring The Cooperative Economy

This is an annual event that is promoted to our priority audiences through online and personal networks of local business leaders and interested residents. Event one is called Exploring The Cooperative Economy.

There are three topics to be covered:

- 1) Cooperative Business Models
- 2) Succession Planning the Cooperative Way
- 3) Community Funding/Shared Economy

How to Invite Guests

Our business leaders and residents have personal networks of colleagues, other business people and alumni/friends/family who will/might be interested in an event of this nature. Use those networks as 'media' to spread the word by distributing an email PDF invitation (the e-vite).

Networks of invitees include:

- those of existing business owners (all sectors, inside and outside municipality)
- those of residents (alumni, family and friends)

The Premise

The cooperative community strategy is based on building interest and expertise in cooperative business models, succession planning and the shared economy as it might pertain to living in South Bruce (accommodation ideas, food cooperatives, community funding ideas etc.). At least one summit style day-long event should be planned for late Spring every year (after planting, prior to holidays and tourism season and aligned with when alumni, friends and family are most likely to be in town). Other smaller events organized by the local business group can be run quarterly or semi-annually.

TOOLS: EVENTS CONT'D

The sample here demonstrates the creative style and composition of an Annual cooperative thought-leadership event. This example should be used to organize the first event. Subsequent events can follow the same format based on learning and interest in Event #1.

The e-vite is a PDF that can be sent electronically to all local business leadership networks and contacts and through the personal networks of local residents who choose to participate. The e-vite should include an RSVP link and a link to the Facebook group.




Share 90 minutes of learning...

Future-proof your rural business in South Bruce

Many of us still think of the Internet as a communications tool. What it actually does, however, is motivate sharing. Airbnb is about sharing space. Uber is about sharing rides. A community-owned fishery is about sharing boats and nets. And thanks to the Internet, all of this can happen with fewer middlemen or supply chain costs in between.

For a new generation of entrepreneurs, the Internet is an idea-enabler and business platform based on sharing. And the concept has amazing potential for rural economies – especially in places like South Bruce where collaboration happens naturally. Learn more about the Sharing Economy and what it can mean for your business, the future of rural economies and resource collaboration.

Topic: The 'rural' Sharing Economy
Place: tbd
Time: tbd
Date: tbd

Speakers:

Jane Smith
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis eu Lorem porta, pulvinar nulla at, cursus ex. Vivamus quis posuere.

John Smith
 Proin id ipsum eget quam placerat ultrices sit a neque. Praesent venenatis, erat id interdum dictum, augue turpis maximus justo.

Start making friends with the future in South Bruce. Learn more about the sharing economy and how it can serve or impact your business.

RSVP:
 email and phone contacts



BUSINESS @ BRUCE.com/south-bruce

E-vite



IS YOUR BUSINESS READY TO SHARE?

The Internet allows business owners in all sectors to share resources, customers, news, funding and distribution with fewer steps in the supply chain, more access to markets and fewer obstacles between you and your customers. Viewed proactively, this concept of sharing can be a positive force for profitability and prosperity. If ignored, it can disrupt your business and reduce your ability to thrive.

What questions should you be asking to ensure your business is proactively positioned and prepared for opportunities in the sharing economy?

Five Good Questions To Ask Yourself About Your Business:
 Start by identifying the business sector you're in (if you own a store, the sector is retail; if you own a machine shop, the sector is light manufacturing; if you own a farm, the sector is agri-production, etc.).

- 1** How does your business use the Internet today (list the ways)?

4 What costs and activities could your business share with other local business owners (either in the same sector or a related sector)? List them.

- 2** Search (Google) your business sector by inputting the following phrases: (1) How is the Internet impacting (your sector) and (2) What are the digital economy trends in (your sector)? List the answers and thoughts that come to mind.

5 What are the next three business planning steps that you should take to proactively 'future proof' your business by exploring the digital 'sharing' potential of the Internet?

1) _____

2) _____

3) _____
- 3** Of all the ideas you list, how many are you trying today and what could you try in the future?

6 What gaps have you identified that require outside support/training?

Looking at the Internet as a business platform as opposed to a communications tool alone is one way to future-proof your business in South Bruce and potentially create new ideas and opportunities for both yourself and other business owners around you. So what's holding you back? Find out how South Bruce staff can help!



BUSINESS @ BRUCE.com/south-bruce

Event Handout

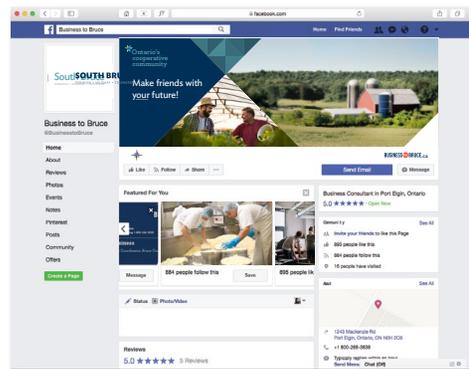
TOOLS: SOCIAL MEDIA

The Facebook group should be comprised of posts from participants and the Municipality that feature recent local business successes that are aligned with agri-production, cooperatives, light manufacturing and tourism if applicable. Municipal announcements with regard to fast-tracking business cooperation services can also be featured. Posts should not be for personal gain (real estate offers, etc.). Local business owners and leaders can share links to the group or posts with their networks. The objective is to demonstrate that South Bruce has an active economic scene and an engaged business culture.

Facebook groups are a great way for like-minded people to connect, share and collaborate online. With a Facebook group, every member can share content. Groups are less promotional than pages and more about gathering and sharing relevant content in an open and collaborative environment. The South Bruce business group should be public so that prospects can view and join at any time.

As the group admins, Municipality of South Bruce staff will be responsible for creating the group, inviting participants, posting relevant content and monitoring the conversation. In order to encourage participation rules should be kept to a minimum. There are however a few that will help keep the group positive and on track.

1. The purpose of the group is to offer a platform for local business owners and prospects to connect, share and collaborate. As such, self-serving promotion should be kept to a minimum.
2. The group is not a platform for direct selling (e.g. Avon).
3. This group is meant to foster a positive business community and a cooperative working relationship between business owners and the Municipality. As such, this is not a platform for complaints (questions however are encouraged).



Facebook Group

TOOLS: SOCIAL MEDIA CONT'D

Keeping The Group Active & Positive

With the exception of a few outspoken people, conversation and participation usually needs some help to get started and be maintained. In addition to executing the content plan provided as part of the South Bruce Business to Bruce toolkit, here are some tips that group admins should keep in mind for ongoing monitoring and engagement.

1. Post/share something in the group at minimum once a week.
2. Frame posts through the lens of cooperation whenever possible.
3. Share relevant content from other organizations' Facebook pages (Business to Bruce, Ontario Co-op Association etc.).
4. To make finding content easier, set up a cooperative business Google alert.
5. Remember to keep things conversational. A group's purpose is not merely to inform but to engage.
6. If a group member makes a complaint about the Municipality or the County, acknowledge the complaint and take the conversation offline. Do not engage online in complaint-driven back and forth.
7. Monitor regularly. If a member asks a question or starts a conversation, participate where appropriate to do so.

TYPES OF CONTENT MEMBERS SHOULD SHARE:

- new businesses
- expanding businesses
- business milestones
- new hires
- relevant articles
- questions
- positive experiences with local businesses

TOOLS: VIDEO

A short video that features some of our great business owners captures the essence and amazing potential of running a business in South Bruce. The video is posted on businesstobruce.com/south-bruce and the entire community should be encouraged to promote the new video through their personal social media networks. A 15-second video is also available for online advertising.



Video

