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Social Media Update Fall 2011



Skills Canada — Ontario Gets Social Follow us on Facebook, Blogger, YouTube....and more to come!

For Immediate Release – from Skills Canada-Ontario Kitchener Head Office: Skills Canada-Ontario has enjoyed success with our first year of utilizing Social Media to communicate and connect with our supporters, volunteers, competitors, educators, mentors, tech chairs and fans.

Here's a sample of some of the highlights from Skills Canada-Ontario's social media channels this past year:

Facebook has been our followers' primary source for news and articles about careers in the skilled trades. We also provided an insight into our award-winning programs, including pictures from all of our events and competitions. It has also been a great tool for connecting our community to our other media channels. 339 "Likes" and counting...!

Through Twitter we were able to keep the fans of Team Ontario updated with continual tweets and pictures from the Skills Canada National Competition which took place June 1-4 in Quebec City. It was also a fun way to interact with the other provinces and territories – Go Team O! Results from the competition were posted as they were announced during the Closing Ceremony, allowing family, teachers and friends to celebrate in our team's success (11 gold, 18 silver and 17 bronze this year!).

In the blogosphere we had some really great reads. The blog posts have: profiled mentors from our Young Women's networking dinners; featured competitors from Ontario who will participate at the 2011 World Skills Competition in London, UK, being held in October; followed the adventures of our Liaison team; and last, but certainly not least, celebrated all of the Klaus Woerner Hall of Fame inductees. Over the summer, we added our virtual campers, Tyrone and Nikki, to the team and heard from them as they visited the various Skills Work!® – Summer Camps held throughout the province.

And, finally, all of the submissions from this year's Cardboard Boat Race Video Challenge have been posted on our You-Tube channel. Chinguacousy Secondary School in Brampton was the winner of the first annual People's Choice Award. The People's Choice Award allowed for schools to view and comment on each other's videos, encouraging healthy competition as well as spirited communication.

If you're not yet following the buzz we generated through our social media channels, then we invite you to be part of our growing community. Join the excitement and celebration – and see for yourself that Skills Work!®

Skills Canada – Ontario is a not-for-profit organization dedicated to promoting careers in the skilled trades and technologies to young people in Ontario through a variety of interactive programs, competitions and events. Don't miss the 23rd Ontario Technological Skills Competition (OTSC) April 30—May 2, 2012 at RIM Park in Waterloo. For additional information please visit www.skillsontario.com.