

Alberta Council on Aging
Social Media Business
Plan

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Section 1 – Introduction

Disclaimer

The Alberta Council on Aging Social Media Business Plan is designed utilizing the Canadian National Institute for the Blind Clear Print Accessibility Guidelines for visibility and ease of access. All future reports should be written with the Canadian National Institute for the Blind guidelines as per the Senior Friendly™ Program.

This report is for internal members of the Alberta Council on Aging and should not be shared without expressed written consent of the President of the Alberta Council on Aging. This document should be reviewed on a yearly basis and modified as required.

Within this document are external links to additional websites. These links are indicated in [blue](#). The Alberta Council on Aging is not responsible for any damage to computer systems because of the content of these links. This document also contains internal links that are indicated in [green](#).

This report is limited to the information and facts presented at the time of research. Social media is constantly evolving and care should be taken to research and analyze which social media websites will be best for the Alberta Council on Aging.

Executive Summary

Social media tools are starting to become more with the older adult demographic. The Alberta Council on Aging Social Media Business Plan is created to address the needs of developing Senior Friendly™ Program social media tools in order to foster better communication between the Alberta Council on Aging and their stakeholders. This report is divided into six sections as follows.

The first section of this document begins with an introduction, which includes a general disclaimer and the executive summary.

The second section of this document is an overview of various social media tools listed in alphabetical order. This includes blogs and RSS feed, email newsletters, Facebook, Google Plus, LinkedIn, Meetup, Pinterest, and YouTube. This report will give an overview on a few of the most prominent and useful social media tools that the Alberta Council on Aging can use to communicate with seniors and other stakeholders.

The third section of this document includes an overview of the various stakeholders who will be impacted by the Alberta Council on Aging use of social media including employees and volunteers, members, government officials, Johnsons Inc. and the general public.

The fourth section takes the social media tools that were discussed in Section Two and describes specific recommendations on how the Alberta

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Council on Aging can successfully use these social media tools to further their goals, and reach their stakeholders.

The fifth section includes additional recommendations not covered in by specific social media tools in the previous section. This includes information about social media follow buttons, cross-promotion branding, general information, and the recommendation for creating a Senior Friendly™ social media user manual.

The sixth section is an appendix. It includes a list of definitions and terms found throughout the report, as well as a link to the Canadian National Institute for the Blind Clear Print Guidelines.

Section 2 – Overview of Social Media Tools

Blogs and RSS Feed

Blogs and RSS Feed are not direct social media tools, but should be considered as part of the social media strategy for the Alberta Council on Aging. Many companies and organizations, including non-profit groups like The Salvation Army and World Vision have blogs

<http://www.businessesgrow.com/2011/05/08/the-worlds-best-non-profit->

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[blogs](#)). Blogs are a way of providing information about an organization, or person. Blogs are useful in informing and connecting with the public and stakeholders.

A blog has both pages and posts. A Page is comprised of consistent information about an organization and is usually shown as a link in a blog's menu. For example an About Page will give people information about the organization running the blog (<http://www.acaging.ca/about-us>). While the About Page can be updated when necessary it will likely not be updated on a daily, weekly or even monthly basis as a blog post may be.

A blog post can consist of a combination of text, graphics, video and links. Blog posts are used to provide news and other important updates and can be created and updated at any time. Blog posts are usually shown on a specific page of a blog and are usually listed in reverse chronological order (newer posts are placed above older posts).

Blogs may use widgets and plug-ins to help customize the look and functionality of the blog. Some widgets or plug-ins can provide social sharing, which gives visitors the opportunity to share or like a post/page on various social media websites like Facebook. Widgets and plug-ins are available to help people follow an organization on different social media websites.



Blogs may include Follow buttons like these to allow users to find the individual or organization on social media. These follow buttons are for RSS Feed, Twitter, Facebook, Google Plus and Pinterest respectively.

Many blogs are started as an interactive experience for readers/users where they can comment on different posts/pages of a blog. Readers can also subscribe to a blog through an RSS reader such as Feedly (<http://feedly.com>) and BlogLovin (<http://www.bloglovin.com/>) where readers will be given an update (through the reader itself or through email) when a new post has been published on the blog.



This is a sample of an RSS Feed button. On a website or blog readers could click on this button to subscribe to updates for the website or blog through an RSS reader.

Google Analytics and Google Feedburner

A blog or website owner can register with Google Analytics (<http://google.ca/analytics/>) to receive statistics about their blog. These statistics include information on the demographics (age and gender) of

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visitors to a blog, as well as other information such as frequency of visits to a blog and the amount of new visitors compared to returning visitors. Such information can be extremely useful for blog owners as they can see which sections of their blog is the most useful for their audience and which sections need to be improved.

A blog can register through Google Feedburner (<http://feeds.feedburner.com>) to receive statistics about their blog's RSS feed including how many subscribers they have and how many people have viewed or clicked on a new post link in an RSS feed.

Email Newsletters

Similar to a Blog or RSS feed an email newsletter may not be seen as a direct social media tool but it still is important to consider when creating a social media plan for the Alberta Council on Aging. While subscribers to a blog can choose to receive updates for the blog through an RSS Feed or through email, an email newsletter is often separate from a blog's regular content and RSS feed.

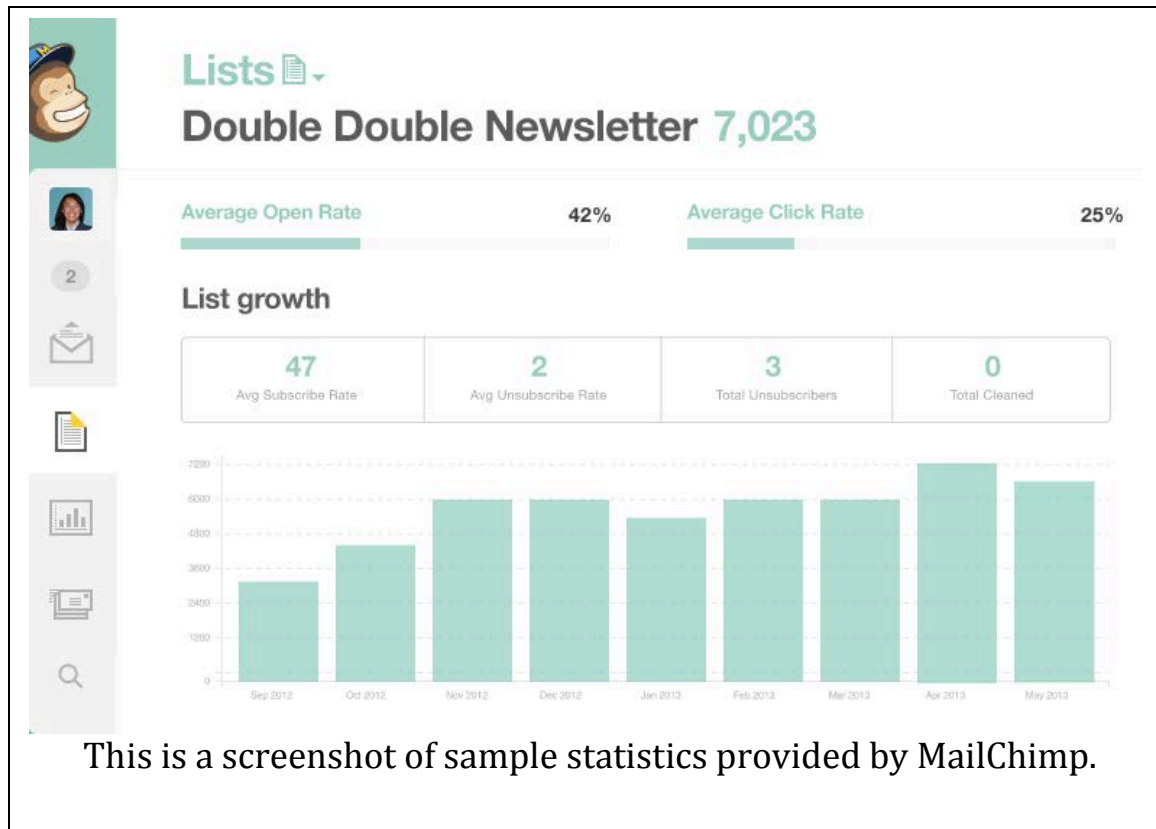
Often an email newsletter may include additional content and other perks (contests, coupons, etc) for subscribers that are not available on the blog, website or through RSS subscription. The email newsletter may contain content from previously published blog or website posts, but may also include new content. These can be seen as incentives for people to

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subscribe to the organization's email newsletter. In most cases readers can choose to unsubscribe to an email newsletter easily. Depending on the program readers may be able to choose the frequency of receiving an email newsletter.

An email newsletter can be created in many different ways, from a simple text document in a program like Word to using an online email newsletter publisher like MailChimp (<http://www.mailchimp.com>). Such publishers will often have options to customize the newsletter. These options can include adding social media buttons, logos and changing the design/look of the newsletter.

Similar to a social sharing widget or plug-in on a blog an email newsletter can provide ways to follow an organization on social media websites and to share content about the organization on different social media channels. Some email newsletter publishers, such as MailChimp, provides statistics about the number of people who have read or opened the email newsletter.



Spam

Bill C-28 is Canada's Anti- Spam legislation

(http://www.ic.gc.ca/eic/site/ecic-ceac.nsf/eng/h_gv00567.html).

According to the Government of Canada website spam is, "any electronic commercial message sent without the express consent of the recipient(s). Spam is also used as the vehicle for the delivery of other online threats such as spyware, phishing and malware." In order for an email newsletter to not be considered spam it is important that an individual and/or organization consents to receiving an email newsletter from another organization/individual prior to receiving the newsletter.

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People must not be emailed a newsletter or commercial message without their prior consent, and they must be able to opt out of receiving an email newsletter or electronic update from the organization at any time. Using a platform like MailChimp ensures that people and businesses will consent to an email newsletter prior to receiving it, and they also will be able to opt out (unsubscribe) from receiving the newsletter if they wish.

Facebook

Facebook (<http://facebook.com>) is a popular social media website for both personal and professional use. One report states there are currently 1.11 Billion people active on Facebook each month (<http://news.yahoo.com/number-active-users-facebook-over-230449748.html>). Users can choose to have a personal Facebook account and/or a professional/business page (known as a Facebook page).

Users on Facebook can “like” a Facebook Page. This will allow the user to receive updates when a Facebook Page posts new status updates in the combination of text/photo/video/links. Facebook users can choose to like (agree with) or comment on the status update.

Facebook pages have the option of having different tabs at the top of the page, for example a Facebook Page could have an About tab to give information about the organization. Additionally Facebook pages can also have apps, such as an Events app to list upcoming events for the

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organization. A Facebook page can customize their page's profile picture and cover picture to be consistent with a logo or another visual brand for their organization.

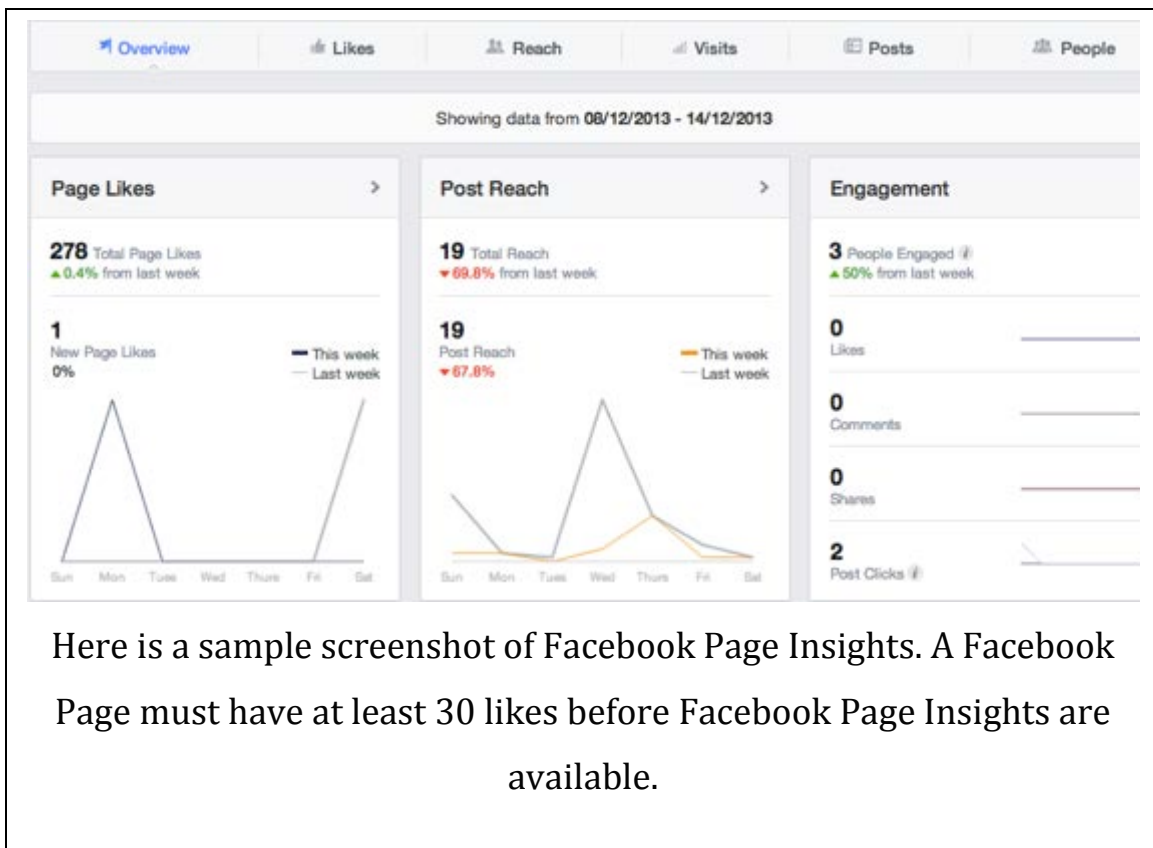
Facebook Page Insights

When 30 or more people have liked a Facebook Page it will include Facebook Page Insights. These show statistics about the audience the Facebook Page is reaching and can be useful to understand audience behaviour on a Facebook Page. Facebook Profiles do not include insights. With Facebook Page Insights there are several different categories of statistics:

- Likes – shows how many likes a page has, shows changes to likes on a page, and it shows where page likes have come from.
- Reach – shows how many people have seen a page's posts. It also shows how many likes, comments and shares a post has. It also shows how many people have hidden or reported a post as spam.
- Visits – shows how many people have visited a tab on a Facebook page. It also shows how many people came to a Facebook page from an external (non-Facebook) website and it shows other mentions involving a Facebook page.

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- Posts – shows data of the last 7 days for the reach and engagement posts on a Facebook page have received.
- People – shows the demographics including gender, country location, city location, and language of the people who like a page.



Facebook Advert Manager

Facebook offers the option for Facebook Page owners and administrators to pay for advertising for their Facebook Page to reach a larger audience. Facebook Page admins can create advertisements on Facebook to target particular audiences by demographic, interest and location. Advertisements

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can be targeted in many ways, like helping a Page get more likes, or boosting a particular post on a Facebook Page.

Facebook Page Adverts can appear on both the desktop and mobile versions of Facebook. Adverts can be budgeted in several ways, either per day or by being given an overall budget.

Google Plus

Google Plus (<http://plus.google.com>) has profiles that are designed for individuals and pages designed for organizations. Since Google is a major search engine having a Google Plus page for a business is becoming increasingly important. A Google Plus profile page helps indicate Author Rank (<http://www.forbes.com/sites/allbusiness/2013/06/24/how-to-use-google-authorship-and-author-rank-for-your-business/>). Here a person producing high quality content online (through a blog, website and social media tools) gains higher ranking in Google search results when searching for content related to the author's expertise.

The Alberta Council on Aging would want to rank high in Google search results if a person were searching for terms like "Alberta seniors." Websites, blogs, and social media profiles ranked higher on a search are more likely to be seen and visited by people than those ranked lower on search engine. Having a Google Plus page and increasing author ranking can help improve a website's Search Engine Optimization results. Here they will

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appear higher up in a search engine's result, which can translate into more users visiting the website.

With personal authorship the photo from a person's Google Plus profile may appear next to a high quality blog post or article they wrote.

An organization, like the Alberta Council on Aging, can be set as a publisher for a page, although a photo will not be shown next to a website, post, or article that is published.

A Google Plus Page provides an interactive social media benefit that is similar to Facebook. A company can choose to upload their logo or another graphic brand to the Google Plus Page. Status updates including text/video/pictures/links can be included and people who are following a Google Plus page can comment or plus one (often indicated as +1 this is similar to liking a Facebook Page) an update. Notifications for how many people have liked a Google Plus Page can be seen on the Google bar at the top of a page. These +1 buttons can also be placed on websites and posts for other users to recommend your organizations content on Google Plus.

Google Hangout

Google Hangout is a live video chat function available for both Google Plus Profiles and Pages. Google Hangout involves downloading a software program onto a computer that has web camera, microphone, and speakers. Google Plus users choose the people they want to invite to their Hangout

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by typing in their Google Plus user name, or their email address. Google Plus hangouts can be used by up to 10 users at once.

A text chat is also available between for Google Plus Hangouts.



This is a screenshot of a Google Plus Profile. Google Plus Pages are used for businesses and provide analytics and other statistical information.

Google Account

In order to obtain a Google Plus page or profile a Google account, including Google email is needed. Signing up for a Google account also allows users to sign up for other Google programs like Google Analytics and Google Feedburner as noted in the Blog and RSS feed section. For a Google Plus page social analytical reports can be provided to help organizations understand the type of users visiting their Google Plus page.

LinkedIn

LinkedIn (<http://linkedin.com>) is a Social Media website designed for businesses and professionals. On LinkedIn a person can create a professional profile page with information about their career history, volunteerism awards and accolades they have received.

Companies and organizations can create a LinkedIn Page (<http://www.linkedin.com/company/add/show>). For organizations this page can be used to provide the general public with information about the organization, including the history. Individual LinkedIn users can choose to follow an organization on LinkedIn, where they will receive notification when an organization has posted an update (similar to Facebook and Google Plus updates). For example a company could post an update about a news article that is relevant to their organization or to their LinkedIn followers. LinkedIn also allows companies to post job openings to the public at a paid service.

For administrators of an organization's LinkedIn page, statistical reports are available to show the interaction and engagement people have for a company's LinkedIn page, as well for the status updates that are posts.

In order to create a LinkedIn Page for a business or organization a person must already have a personal LinkedIn profile. After a company or

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organizational LinkedIn Page is created the organization can also choose to create a Group page.

Meetup

Meetup (<http://meetup.com>) is website where people can sign up for a profile and join meetup groups for different interests they might have. The possibility of different Meetup groups is endless from travel to theatre to science fiction to fitness.

While Meetup is not a social media website it may be useful for the Alberta Council on Aging to create an account on Meetup. They should look into promoting or hosting Senior Friendly™ Meetups in locations throughout Alberta.

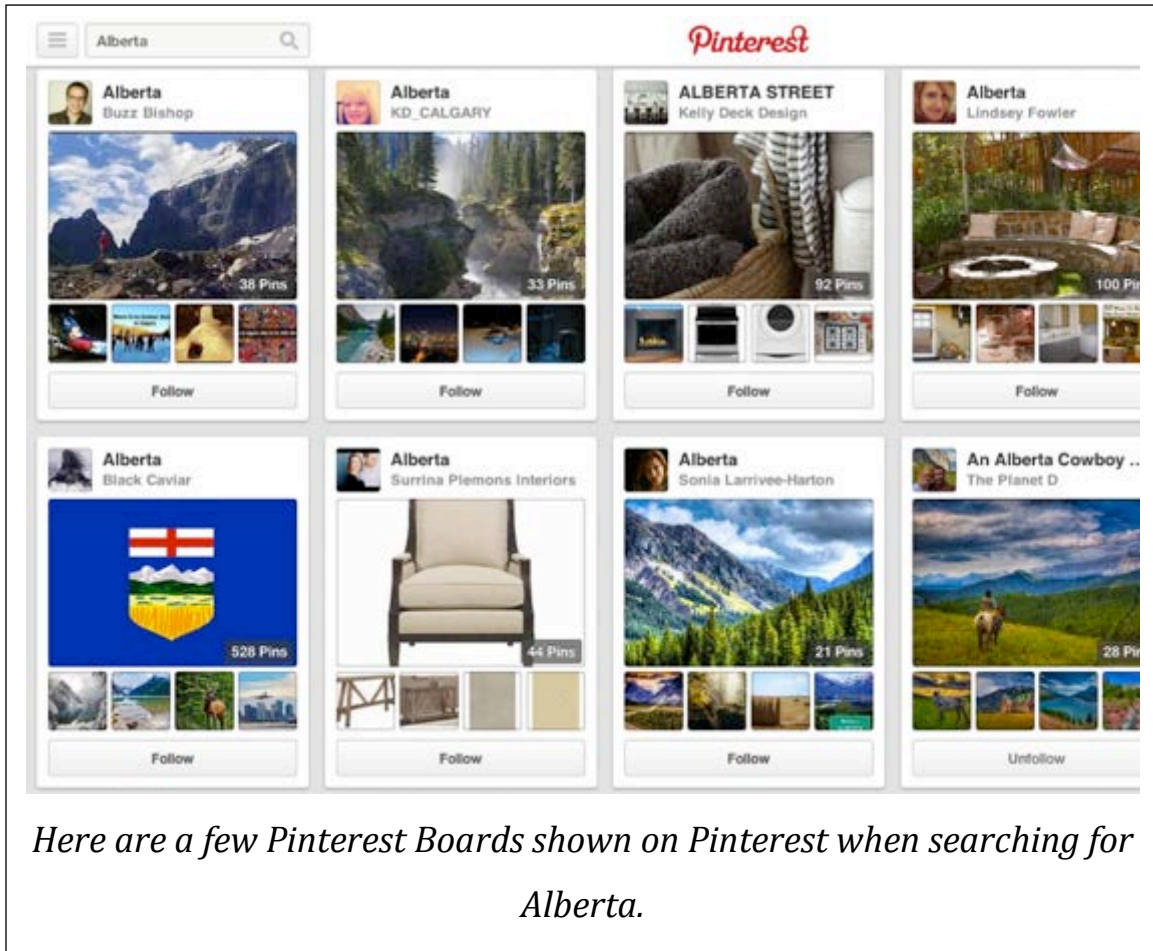
Pinterest

Pinterest (<http://pinterest.com>) is a website where users pin photos and graphics onto different themed boards – the online equivalent to clipping photos onto a visual board or a scrapbook. The possibilities for Pinterest are endless. One user could have a board of food recipes they want to try, another board of fashion designs they like and more.

Pinterest has gained popularity in recent years. Many websites and blogs will have a “Pin It” button available on photos and graphics. This allows Pinterest users to pin that photo onto their own Pinterest board. In

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in addition to obtaining pins from a particular website users can also choose to upload their own images onto Pinterest from their computer.



Businesses and organizations, including non-profits, can obtain a business Pinterest page. Similar to a personal Pinterest page, businesses can create Pinterest boards, pin photos, follow other Pinterest users and “like” and comment on other pins. Other Pinterest users can also follow a business’s Pinterest page. If a business verifies their Pinterest page they can obtain various statistics about the engagement on their Pinterest page.

Twitter

Twitter (<http://twitter.com>) is considered a microblogging site, where users can share information with other followers on Twitter in 140 character updates known as Tweets. Tweets can consist of text links, links and media through services like Vine.

On Twitter there are no separate accounts to differentiate a business or organization from an individual. Twitter does not include statistics or analytics. Users can check to see if the Tweets they have sent were retweeted (shared by another user on Twitter to their followers), “favourited”, or mentioned by another user.

Hashtags

Hashtags are a word or series of words with the # in front that allows people to find tweets about that subject. Hashtags can be used to help other users find relevant Tweets. For example the hashtag #movember will display Tweets in real time that are about the Movember campaign.

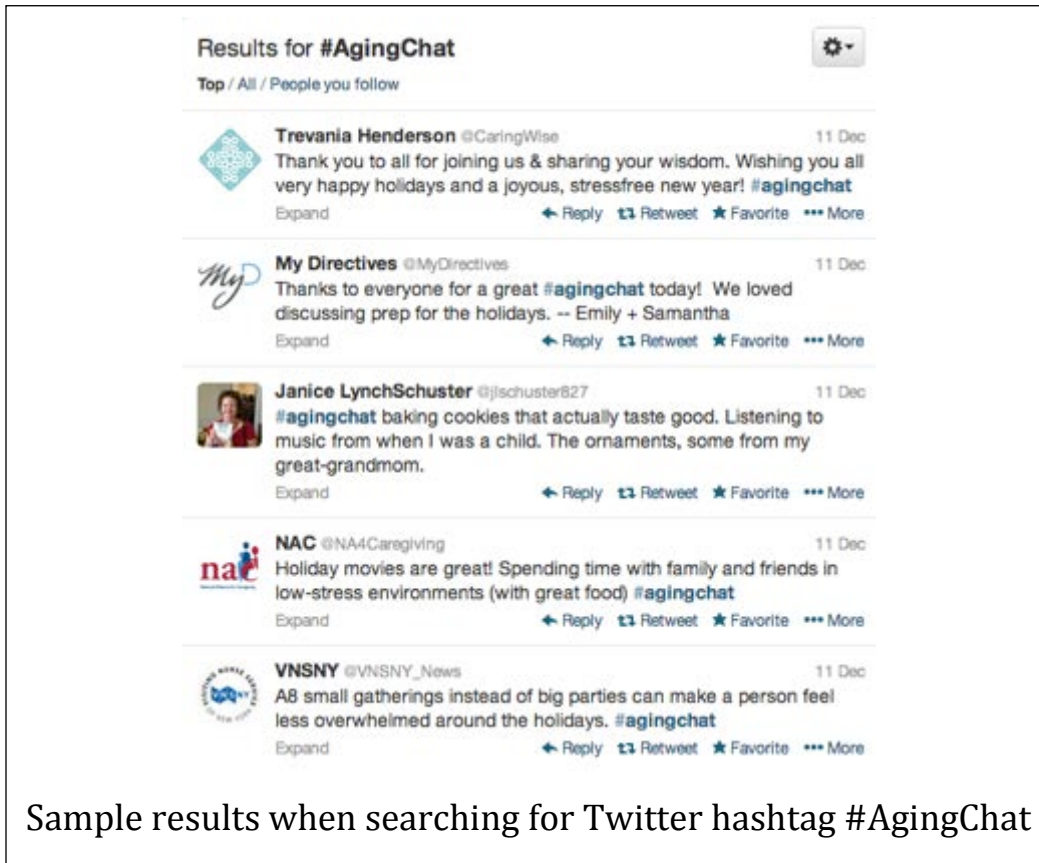
Hashtags can be created by anyone, so a company or organization can create and promote their own hashtag for a specific campaign or event.

Hashtags have also been used for online Twitter events called Twitter chats. Here users sharing similar interests use hashtags to connect with other Twitter users during specific time periods. Event organizations will send out

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questions for followers to respond to and users can respond to the question with the event hashtag in their response.

Tweet Report has a list of Twitter chats (<http://tweetreports.com/twitter-chat-schedule/>).



Lists

On Twitter a person can create a list to organize the followers they have. For example a person could take all the government officials they follow on Twitter and create a list called "Government Officials." Lists can be made public or can be kept private. Since information on Twitter is constantly

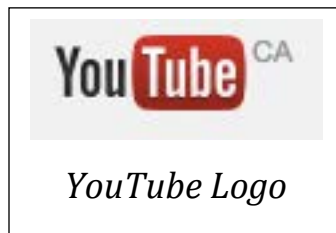
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changing lists are a good way to find relevant information from persons and organizations that are important to a person or business.

YouTube

Video blogging or vlogging has become popular in recent years. Videos can be posted onto any blog or website but many choose to post their videos on websites like YouTube (<http://YouTube.com>). Here users can upload and share their videos on the YouTube platform. Users can choose to make their videos private or available to everyone. Users can also place advertisements on the videos they upload.

While YouTube does not contain specific analytics general statistics showing the number of times a video has been viewed are available for the public to see.



In order to have a YouTube account a person needs to have a Google account. YouTube doesn't differentiate between a personal or business page; such information needs to be specified when creating the YouTube account.

Section 3 – Overview of Stakeholders

This section will give an overview of some of the major stakeholder groups that will be affected by a social media policy for the Alberta Council on Aging.

Alberta Council on Aging Employees and Volunteers

This stakeholder group refers to any internal employee and/or volunteers who work the Alberta Council on Aging, including but not limited to The President, Executive Director, staff and any regional directors.

The social media policy for the Alberta Council on Aging should be developed in a way that will be easy for any employee and/or volunteers to use and understand. Access to the administrative function for the social media accounts should only be given to an appointed social media manager. Other employees and/or volunteers should be in contact with the appointed social media manager to communicate about upcoming events and to help share other important information for the Alberta Council on Aging on social media.

Alberta Council on Aging Members

Social media has continued to grow in the senior demographic. According to research at Pew Internet from August 2006 to May 2013 senior (65+) use of social networking grew from 1% to 43%

*(http://www.pewinternet.org/files/old-media/Files/Reports/2013/PIP_Social_networking_sites_update_PDF.pdf).

As the population ages it is likely that senior use on social media websites will continue to grow.

A social media plan created for the Alberta Council on Aging should be easy for seniors to use and understand and should align with the Senior Friendly™ Program.

It is important the information on the Alberta Council for Aging's social media tools is presented in a way that is clear and easy to understand.

Personal Members

This group includes any person or persons who have a household or life membership with the Alberta Council on Aging and who do not fall under the nonprofit or corporate member categories below. In many cases personal members may largely comprise of senior citizens as the Alberta Council on Aging is an organization mainly dedicated to helping and promoting issues affecting seniors.

Nonprofit Members

This stakeholder group includes any nonprofit organizations with an organizational or life membership with the Alberta Council on Aging. It is important to use social media tool to reach out to other nonprofit organizations. This will help strengthen the impact and networks the Alberta Council on Aging has in communities throughout the province.

Corporate Members

These include any companies or organizations (outside of nonprofits) with a corporate or life membership with the Alberta Council on Aging. Similar to nonprofit organizations, it is important the Alberta Council on Aging reach out to corporate members through social media to increase partnerships, sponsors and donors to support the work of the council.

Please see [Johnson Inc.](https://www1.johnson.ca/) (<https://www1.johnson.ca/>) for more information about this particular corporate sponsor.

Government Officials

This refers to anyone within municipal, provincial, or the federal government who may work with the Alberta Council on Aging, or receive communications from the Alberta Council on Aging. Government officials may also refer to departments within the governments, such as the Department of Health. As the Alberta Council on Aging works to improve

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quality of life for seniors, this involves contact and working with Government officials. Reaching out to these Government officials on social media is important and immediate.

Johnson Inc.

This stakeholder group can be divided into two sections. The first are the corporate sponsors of Johnson Insurance Inc. The second group consists of the potential personal members who may be considering purchasing Medoc Insurance, a product of Johnson Inc.

Johnson Inc. Corporate Sponsors

This stakeholder group includes any company or organization who is a corporate sponsor, or who is affiliated with Johnson Inc. One example of a corporate sponsor would be Airmiles/Loyalty One Inc. as members who purchase Medoc Insurance are eligible to earn Airmiles (<http://airmiles.ca>). As with corporate members reaching out to corporate sponsors can help widen the impact and reach the Alberta Council on Aging has in the public.

Potential Members

This stakeholder group refers to any person who might be looking to purchase travel insurance from Johnson Insurance and will therefore be a potential member with the Alberta Council on Aging. Reaching out to potential members on social media can also foster a greater sense of community between the Alberta Council on Aging and the people it serves.

Public

This category of stakeholders consists of people within the general public, not identified by the other categories of stakeholders previously listed.

Most of the information presented on the social media tools associated with the Alberta Council on Aging will be visible to the general public. The Alberta Council on Aging should work toward creating a positive and open community to show the public their investment in seniors.

Being an Alberta based organization the social media plan for the Alberta Council on Aging will focus primarily on issues and events concerning Albertan seniors; however this should not be at the exclusion of promoting the Senior Friendly™ Program and senior issues outside of Alberta.

Section 4 – The Alberta Council on Aging Social Media Plan

Blogs and RSS Feed

Currently the Alberta Council on Aging has a Blog page on their website (<http://acaing.ca/blog>). At this time it is not recommended that The Alberta Council on Aging create an additional external blog on website like Wordpress or Blogger. The current Alberta Council on Aging Blog should be updated on a consistent basis bi-weekly or weekly when possible.

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Subscription to the Alberta Council on Aging Blog should be made available through email and RSS feed. An RSS button and other social media “follow” buttons for the Alberta Council on Aging should be visible on the Alberta Council on Aging Website.

The Alberta Council on Aging should look into working with Johnson’s Inc. to potentially start a travel blog about travel for seniors. However it is recommended the majority of the Alberta Council on Aging’s focus go to working on the current blog.

Search Engine Optimization Recommendations

Blog posts should be written in a Search Engine Optimization (SEO) friendly way. This will help improve the visibility of the Alberta Council on Aging on search engines like Google.

Headings and subheadings should be used to provide visual contrast and help SEO rankings. Keyword research should be done for each blog post and then properly formatted keywords should be used in the meta-title and description. Keyword stuffing and spamming is not encouraged as these results could cause search engines like Google to block the website/blog from their search page. Some basic tips about SEO for nonprofit organizations can be found on the About Nonprofit page (<http://nonprofit.about.com/od/online/a/Simple-Seo-For-Nonprofit-Writers-12-Tips.htm>).

Photo Recommendations

When possible a photo or graphic should be added to a blog post. This adds visual interest to the blog post, which will attract users to continue to read the blog post. Often photos files are named in a way that does not describe what the photo is about. Before being uploaded to the Alberta Council on Aging website the photo file should be named to include keywords that describe the photo. This can be useful to help improve the SEO ranking for a website or blog.



The original file name for this photo is file000180257985.jpg. Renaming the file to AlbertaFlag.jpg can help improve a website or blog's SEO.

Some websites and blogging platforms may allow a user to add an additional description and keywords to the photo before it is placed on a blog post or page that can also improve SEO ranking.

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The Alberta Council on Aging should use a photo or graphic they own as the photo can be watermarked with the Alberta Council on Aging name or website address (for example ©www.acaging.ca). If other users share the photo on social media the Alberta Council on Aging can be identified as the original source of the photo.

Alternately a photo or graphic, with proper attribution to prevent copyright infringement can be used from the Creative Commons website (<https://creativecommons.org/>).

Social Media Sharing Button Recommendations

Popular social media sharing buttons should be placed before or after each blog post. These buttons differ from [social media "follow" buttons](#), which are linked buttons or graphics where people can follow the Alberta Council on Aging on various social media accounts. Social media sharing buttons allow people to share content (usually in the form of a link or photo) with their followers on social media accounts. Recommended social sharing buttons to add on blog posts are: Facebook Like, Facebook Share, Pinterest Pin It, Tweet, Google+ +1, StumbleUpon, LinkedIn, Tumblr, Reddit and an Email sharing button.

Many website platforms like Wordpress and Blogger have plug-ins that allow social media sharing buttons to be added to a website. If such plug-ins are not available for the Alberta Council on Aging it is recommended a

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website developer be contracted to add the proper coding needed to insert these buttons.

Google Analytics Recommendations

If the Alberta Council on Aging does not have an account on Google an administrator should sign up for one. After the Google account is created the administrator can sign up for a Google Analytics Account

(<http://www.google.ca/analytics/>).

Google Analytics involves placing a tracking code in the backend of a website or blog (where it isn't visible to the public). If the administrator is not familiar with where to place the tracking code it may be advisable to hire a website developer to help ensure the tracking code is placed on the website properly. An improperly placed tracking code will result in skewed data.

After the tracking code is installed and verified by Google, the Alberta Council on Aging should check the Google Analytics on a monthly basis to see the demographic of users accessing their website and blog.

Email Newsletters

As the Alberta Council on Aging currently sends out a Quarterly newsletter it is recommended that an additional email newsletter be established. The Alberta Council on Aging may want to look into using a platform like MailChimp that allows for customization in the email newsletter, including

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the layout, adding a header, photos, links and social media buttons.

MailChimp platform would also allow for the Alberta Council on Aging to view statistics on how many people are receiving and/or opening the email newsletters and what changes can be made to attract more subscribers.

It is recommended that the email newsletter have content created specifically for the email newsletter as it will attract new subscribers and keep readers better engaged.

A link or button to subscribe to the newsletter should be placed on the Alberta Council on Aging website. When signing up for the email newsletter subscribers should be made aware that they are able to unsubscribe from the newsletter at any time without penalty. The Alberta Council on Aging should also inform subscribers their information will not be sold or shared with any third-party organizations.

Facebook

A basic Facebook Page for the Alberta Council on Aging has been created (<https://www.facebook.com/albertacouncilonaging>). It is recommended that an employee within the Alberta Council on Aging take over the administrative role for updating, maintaining and interacting with other people on the Alberta Council on Aging page. Information from the Alberta Council on Aging Facebook Page has been taken from the Alberta Council on Aging website and should be modified as required.

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Administrators should visit the Alberta Council on Aging page at least once a day. Posts should include various combinations of text, links, videos, and photos. Cross promotion for other social media tools the Alberta Council on Aging uses should be done on a regular basis.

As social media is an interactive component other Facebook users should be encouraged to post information, links, and photos on the Facebook page and the administrator should respond to posts and private messages from Facebook users. If need be the administrator should remove content posted by other users on the Alberta Council on Aging Facebook Page that may be seen as offensive or irrelevant.

A cover image should be uploaded for the Alberta Council on Aging Facebook Page. It needs to be at least 400 pixels wide. This image will only be visible for those who have “liked” the page.

A logo image should be uploaded for the Alberta Council on Aging Facebook Page as the profile picture. As this logo will be seen by any user on Facebook it important the Facebook Page logo easily identifies the Alberta Council on Aging to all Facebook users. The profile picture needs to be at least 180 pixels wide. A cover photo that is shown at the top of The Alberta Council on Aging Facebook Page can also be added.

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An Events Tab has been added to the Alberta Council on Aging Facebook Page to give information about upcoming events for the Alberta Council on Aging.

Facebook Adverts

It is recommended at this time Facebook Page adverts should not be pursued as the Alberta Council on Aging Facebook Page has only recently been created. The Alberta Council on Aging Facebook Page should attempt to organically grow their following through [cross promotion](#). Adding a link, url, or follow button for the Facebook Page on the Alberta Council on Aging website, newsletter, and through other social media tools. Close attention should be given to Facebook Page Insights to see how many users are being reached and are interacting with The Alberta Council on Aging media.

Google Plus

As stated in the [Blog and RSS section](#) it is recommend an administrator sign up for a Google Account on behalf of the Alberta Council on Aging. A Google account will give the Alberta Council on Aging access to Google Plus, Google Analytics, and other Google products. It can also help improve the Alberta Council on Aging ranking in Google search results.

The Alberta Council on Aging can create a Google Account by going to <https://accounts.google.com/> and clicking on the Create An Account link.

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Google Plus Profiles are designed for individuals and Google Plus Pages are designed for organizations. A Google Plus Profile is needed to create a Google Plus Page for the Alberta Council on Aging. Primary focus should be spent on creating and maintaining the Alberta Council on Aging's Google Plus Page not the Google Plus Profile.

It is recommended the Alberta Council on Aging Google Plus Page be listed under the non-profit category.

The Alberta Council on Aging logo should be uploaded as a profile picture for the Alberta Council on Aging's Google Plus Page. A 1080 x 680 photo can be uploaded as a cover photo for the page as well. An introduction with basic information about the Alberta Council on Aging should be made available for the public. Links to the Alberta Council on Aging website and other social media profiles should also be added.

The administrator in charge of the Google Plus Page should check the Page at least once a day. As with other social media channels interactivity and rapid response time (when possible) is important with social media. Links to blog posts from the Alberta Council on Aging Blog, website information and other news and events pertinent to Alberta seniors should be posted to the Google Plus Page.

Cross promotion with other social media tools should be done a few times a week to help grow followers on Google Plus.

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At this time it is recommended that the Alberta Council on Aging create a Google Hangout for the purpose of meeting regional directors when weather restricts face-to-face meetings. This may also be a useful format for Senior Friendly™ Program trainers who are situated across Canada.

LinkedIn

It is recommended the Alberta Council on Aging create a company page on LinkedIn. Since LinkedIn is used by professionals it is unlikely that this social media website will reach potential members for the Alberta Council on Aging. It will establish a professional presence for the Alberta Council on Aging and can help Alberta Council on Aging members connect with professionals in other related industries. After creating a LinkedIn page the Alberta Council on Aging will be able to list job opportunities within the company and reach out to other professionals and volunteers on LinkedIn.

In order to create a Page for a Company or Organization on LinkedIn the following requirements need to be met

(http://help.linkedin.com/app/answers/detail/a_id/1594/ft/eng).

1. You must have a personal LinkedIn profile with your real first and last name.
2. Your profile strength must be listed as Intermediate or All Star
(<http://help.linkedin.com/app/answers/global/id/391/ft/eng>).
3. You must have several connections on your profile.

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4. You're a current company employee and your position is listed in the Experience section on your profile.
5. You have a company email address (e.g. john@companyname.com) added and confirmed on your LinkedIn account (<http://www.linkedin.com/settings/manage-email>).
6. Your company's email domain is unique to the company.

When these requirements are met a Company Page may be added (<http://www.linkedin.com/company/add/show>). Once a company Page has been created the Alberta Council on Aging can connect with other professionals, including those in related nonprofit sectors. The Alberta Council on Aging can also include information about the Senior Friendly™ Program for the public.

Meetup

At this time it is not necessarily recommended that the Alberta Council on Aging create a profile on Meetup. The reach of Meetup is not as wide spread as it is for other social media accounts like Facebook and Twitter.

Pinterest

It is not recommended that the Alberta Council on Aging join Pinterest at this time. Pinterest is a highly visual social media tool. Unless a large emphasis will be placed on taking photos or video it is unlikely that Pinterest will gain a social media following video for the Alberta Council on

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Aging. Should photography become more prominent for the Alberta Council on Aging revisiting the possibility of creating a Pinterest account may be useful. If this is done it is recommended that the Alberta Council on Aging create a business Pinterest account since this will give administrators access to Pinterest Analytics (<http://business.pinterest.com/analytics/>).

Twitter

The Alberta Council on Aging has a Twitter Profile (<http://twitter.com/acaing>). It is recommended that a logo easily identifying the Alberta Council on Aging be placed on the Twitter page. A related cover photo or background graphic may also be used to add visual interest and branding to the Alberta Council on Aging twitter page.

The Alberta Council on Aging should use to Twitter to tweet about Alberta Council on Aging information from their website and blog. In addition they should also Tweet about related events and other information that will be useful for Alberta Council on Aging members, and the general public.

URL Shortener

Twitter only allows 140 characters in a Tweet. Before adding a link to Twitter a URL shortener should be used. A URL shortener is a specific website where users can copy and paste a long link into an address bar, and the link will be shortened allowing it fit better into Twitter. When a URL is shortened it gives more character space for accompanying text, hashtags,

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and mention of other users on Twitter (when sharing a link from another source). One example of a URL shortener is bit.ly (<http://bit.ly.com>), which does not cost anything to use. For example bit.ly would take a link like this: <http://acaging.ca/compassionate-care-leave-begins-february-1?id=815> (which uses 67 characters) and would change it to look like this: <http://bit.ly/1hQYf0A> (which uses 22 characters).

Mentions and Retweets

When Tweeting information or a link from another source mentioning the related user's or organization's Twitter handle can help increase engagement using the words via @usernamehere. Example below:

Report from via @parklandinst highlights some of
the serious problems with #senior care in #Alberta
<http://bit.ly/1hQYf0A>

If another Twitter user has retweeted or favorited a Tweet the Alberta Council on Aging has sent a simple thank you Tweet should be sent back to the user. Again this can help increase engagement and shows that there is two-way communication occurring. An example of a simple thank you Tweet is below.

Thanks for the retweet @twitterusernamehere

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A free program like Hootsuite (<https://hootsuite.com/>), TweetDeck (<https://about.twitter.com/products/tweetdeck>), or BufferApp (<http://bufferapp.com>) can allow the Alberta Council on Aging to schedule Tweets from other users and organizations at various times during the day. This allows for a more effective use of time.

Hashtags

Hashtags are used to help users find information on Twitter, and as such one to three hashtags, relevant to the Tweet, should be included in every Tweet. Using [geotag](#) related hashtags (hashtags related to a particular place) helps people find Tweets by location. Using a hashtag like #agefriendly or any of the hashtags mentioned in the Twitter Chats (see below) will also make a Tweet easier to find. As an example, here the words “Alberta” and “senior” have been given hashtags.

Report from via @parklandinst highlights some of the serious problems with #senior care in #Alberta
<http://bit.ly/1hQYf0A>

Hashtags can be made from any word, letters, numbers, or series thereof. The Alberta Council on Aging could consider creating a hashtag for a specific campaign or purpose. For example the Alberta Council on Aging general meeting could be given a hashtag of #ACAGM2014.

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Twitter Chats

The Alberta Council on Aging should join in related Twitter Chats when possible (<http://tweetreports.com/twitter-chat-schedule/>). Here the Alberta Council on Aging can talk to other users on Twitter about topics related to the Alberta Council on Aging. Twitter chats can help gain new followers, increase engagement and spread information about the Alberta Council on Aging to other members on Twitter. Twitter Chats the Alberta Council on Aging may want to join are listed below:

Twitter Chat Name	Date and Time	Topics Discussed
#AgingChat	2 nd Wednesday each month from 2pm to 3pm	Aging and senior trends in society and technology.
#AgeOp	Every Thursday from 7pm to 8pm	Health and Fitness trends for those 50+
#ElderCareChat	1 st and 3 rd Wednesday each month from 11am to 12pm	Healthcare for seniors
#FundChat	Every Wednesday from 10am to 11am	Fundraising and marketing for nonprofits
#smNPchat	Every Friday from 10am to 11am	Another chat about fundraising and marketing for

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		nonprofits
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The administrator may want to install a free program like Hootsuite or TweetDeck on the computer they are using. This type of program can make viewing and participating easier than using the regular Twitter website.

Lists

Organizing the Twitter users into lists can be an effective way to use to Twitter. It is recommended that the Alberta Council on Aging make use of Twitter lists to help scan through Twitter for relevant information and to see what important followers are talking about. For example the Alberta Council on Aging may want to have a list of Government personnel and another list of nonprofit organizations related to causes the Alberta Council on Aging supports.

YouTube

As the Alberta Council on Aging will be creating a Google profile for a Google Plus Page this will also give the Alberta Council on Aging access to a YouTube account. It is recommended that any videos taken by the Alberta Council on Aging be uploaded to YouTube. These videos can be shared on YouTube. They can also be embedded within a blog post and shared on other social media accounts like Facebook. Focus on growing a YouTube presence should only be done if the Alberta Council on Aging plans to film and upload videos on a regular basis.

Section 5 – Additional Recommendations

Social Media Follow Buttons

1. Social media “follow” buttons and/or links should be placed on the Alberta Council on Aging website.
2. Follow buttons should be large (at least 64 pixels wide by 64 pixels tall) in order to be visible to all stakeholders of the Alberta Council on Aging.
3. “Follow” buttons should appear on all pages of the Alberta Council on Aging website.
4. Follow buttons should appear above the fold – on the first part of the website that is visible.
5. Social media follow buttons should also be added to the Alberta Council on Aging email newsletter.

Branding

It is important for the brand of the Alberta Council on Aging to remain consistent and recognizable. A logo or graphic should be created for the Alberta Council on Aging that easily identifies the Alberta Council on Aging’s brand to the general public. It is recommended that the Alberta Council on

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Aging name appear in the logo if possible. This logo should be used on all social media platforms, as well as be visible on the Alberta Council on Aging's website and blog page.

While it may not be available for every social media tool when possible the Alberta Council on Aging should use increased font sizes, and font types that are easily readable. When possible the Canadian Institute for the Blind Clear Print Accessibility Guidelines should be followed to help improve the readability of social media tools. [See Appendix.](#)

Cross Promotion

The Alberta Council on Aging should use cross promotion across several social media website to promote news, events, and information to the public. Cross promotion can also be used to promote one social media website on another (for example writing a Facebook post encouraging users to also follow the Alberta Council on Aging on Twitter).

When using cross promotion it is important not to send out the message in the same way across different social media websites. Simply copying a pasting a Tweet and using it on Facebook, and Google Plus for example, is not an effective use of social media. Each social media website is different and spending some time to customize the message or change it, even slightly, for each social media tool is important.

Cross Promotion Examples

Let's say that the Alberta Council on Aging wants to cross promote information about their general meeting in St. Paul, Alberta on June 13, 2014. It is possible to write something like "Attend the Alberta Council on Aging General Meeting on June 13, 2014" and follow that with a link on all social media accounts, but this will likely be ineffective. Instead below are just a few ways to cross promote this information on different social media websites, including in a blog post and in an email newsletter. It should be mentioned that these are just examples and may not be effective for every particular event, news, or other piece of information the Alberta Council on Aging is looking to promote.

Blog Example for Cross Promotion

The administrator could write a blog post highlighting the Alberta Council on Aging General Meeting. The administrator would want to make sure to include information about the event (date, time, location, etc). Having a link to the event page with a call to action to encourage people to attend, as well as encouraging people to engage with the Alberta Council on Aging's social media websites would be important.

Email Newsletter Example for Cross Promotion

Since a blog post about the general meeting was already written it would not be effective to rewrite the same information for the email newsletter. Instead the administrator could take a different approach for the email

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newsletter, perhaps by interviewing the Northwest Regional Director for the Alberta Council on Aging. Topics about the general meeting and the work the Alberta Council on Aging has done in the northwest region could be included. After the interview a call to action to attend the meeting and information about the event (date, location, etc) could be included. Similar to the blog post a call to action to follow to engage with the Alberta Council on Aging on social media could also be included.

Facebook Example for Cross Promotion

**Alberta Council on Aging**
2 seconds ago 🌐

Click "like" if you feel seniors are an important asset to our society.

If you care about improving the quality of life for all seniors attend the Alberta Council on Aging general meeting in St. Paul on June 13. Information about the event can be found here:
<http://acaging.ca/uploads/files/AGM%20General%20Meeting%20Events.pdf>



Like · Comment · Share

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Here the administrator posted a photo of two seniors with statement encouraging people to “like” the post if they agreed with the posted statement. This was followed by information about the general meeting. Simple “like this if you agree” statements can help increase simple engagement on social media. With this method it is important to pick a statement the majority of people (or a large number of people) will “like.” Divisive statements such as “click like if you think political party x hates seniors” should be avoided


Google Plus Example for Cross Promotion

What do you think is the most vital healthcare issue for Albertan seniors today?

Hear what Alberta Health Services Executive Director of Senior Health for North Robyn Maddox has to say about senior care at the Alberta Council on Aging general meeting June 13, 2014 in St. Paul Alberta. Attend to ensure your opinion on important matters affecting seniors is heard.

For more information about our general meeting check out event page at the link below.
<http://acaging.ca/uploads/files/AGM%20General%20Meeting%20Events.pdf>



+1  Add a comment...

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Somewhat similar to the Facebook “like” idea posting a photo and posing a question afterward can help increase engagement. Here the administrator is asking a relevant question to one of the topics being presented at the general meeting. Information about the general meeting and a call to action to attend the meeting was included as well.

LinkedIn Example for Cross Promotion

Mainly professionals use LinkedIn, and a message to promote the Alberta Council on Aging General Meeting should be sent with that target audience in mind. For example a status update on LinkedIn could emphasize the business aspect of the event, such as networking and the question and answer forum. Likely for this particular cross promotion less emphasis would be focused on LinkedIn than on other social media websites.

Twitter Example for Cross Promotion

Learn about [#agefriendly](#) issues affecting seniors at the Alberta Council on Aging general meeting <http://bit.ly/1nKPSJX> [#ACAGM2014](#)

In the previous Twitter recommendations an example of a hashtag created for the Alberta Council on Aging General Meeting was suggested. Here the administrator has made use of that hashtag in promoting the event on Twitter. A shortened URL is used to link to the event page with more information.

General Information

The Alberta Council on Aging should appoint one or two administrators to oversee and utilize the social media tools associated with the organization. The administrator(s) should spend one hour or two hours each day on the accounts, sharing posts and information, and connecting with other users on the social media account.

It is important to respond to any questions, comments, or concerns followers bring up on any social media tool. The exception would be any derogatory, bigoted, or spiteful comments as well as spam, or completely unrelated comments. These should be deleted to keep the social media account on topic. Derogatory, bigoted or spiteful comments should not be responded to publicly but depending on the circumstance can be responded to private (by sending the user a private message, which the majority of social media tools have). Spam comments should be deleted and not responded to.

Seeing an increase in followers on any social media account will take time. Being consistent and spending time on each social media account every day will eventually increase followers, and it is also important to be actively vocal in promoting the Alberta Council on Aging's social media presence. Reaching out to current members, employees, volunteers, and even to friends and family to encourage them to visit the Alberta Council on Aging page on Facebook (or Twitter, etc) can help gain followers.

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Finally importance must be stressed on the interactivity of social media. Sometimes users (both organizations and individuals) will use social media tools as a loudspeaker platform, simply putting information out online, but not responding to others, or sharing information from others. Having valid communication with other users, asking questions, and sharing information from other sources will help to show the Alberta Council on Aging is committed to building relationships.

Senior Friendly™ Social Media Manual

It is recommended that the Alberta Council on Aging look into the possibility of developing a social media user manual for seniors. This user manual should be written following the Senior Friendly™ Program guidelines and principles. The manual could cover information such as how to set up a social account, how to block users, how to accept and send friend/follower requests, and privacy information among other points. Research into which social media tools should be included would be necessary to complete a relevant and useful manual.

Section 6 - Appendixes

Definitions

Analytics

Is any statistical data that can be acquired regarding a website, or specific social media accounts activity and uses. An example of Analytics includes Google Analytics (<http://www.google.ca/analytics/>) for websites and blogs and Facebook Page Insights for Facebook Pages

Application (App)

Software designed to work on smartphone or tablet devices. Many social media accounts including [Facebook](#), [Twitter](#), [Pinterest](#), [Instagram](#), and [LinkedIn](#) use apps

Blog

A personal [website](#) that includes [posts](#), listed in reverse chronological order, detailing narrative and/or information about an author or organization. Some blogs may be hosted on a website [CMS](#) platform like Wordpress or Blogger

Branding

A common theme or identity developed through logos, design and content that an organization uses to display itself to the public, including on [social media](#)

Comments

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The ability for readers to comment on a [website](#), [blog](#) or [social media account](#) regarding a post or other article

Content Management Systems (CMS)

Online computer platform where users can create, modify and remove content on the system. CMS's are used by [blogging](#) websites like Blogspot (<http://blogspot.com/>) and Wordpress (<http://wordpress.org/>)

Cross Promotion

The act of promoting information, news, or events on two or more [social media accounts](#) or [websites](#). Cross promotion can also involve promoting one social media website on another social media website

Email Newsletter

An electronic newsletter that readers can subscribe to, usually on a [website](#), [blog](#) or [social media account](#) that gives the reader information and updates about an organization or website through email

Facebook

Facebook (<http://facebook.com/>) is a popular social media website where users can create personal accounts, post status updates and share information about themselves with other users

Facebook Like

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A feature on Facebook that allows people to click on either a thumbs up icon or a link to the word “Like” if they agree or want to show support for an idea or a specific [status update](#) and/or [comment](#) that a Facebook user has posted. This may also be referred as a Like or Liking something on Facebook

Facebook Page

A specific account on Facebook designed for organizations. Users can follow and receive updates about the organization. A Facebook Page can include status updates that use text, links, photos and videos. Facebook Pages can also offer [analytics](#) once the page has reached 30 followers

Facebook Profile

A specific account on Facebook designed for individual persons. Users can follow and receive updates from an individual they are friends with or a page they are following. Similar to a Facebook Page a Facebook Profile can include status updates with text, links, photos and videos. Facebook Profiles do not offer [analytics](#)

Feedburner

Feedburner (<http://feeds.feedburner.com/>) is a Google (<http://google.com/>) product that allows the owner of a website or blog to have control over their [RSS Feed](#) and to see the number of people who have subscribed to that feed

Follow Buttons

Are icons associated with different social media websites that can be placed on another [website](#) or [blog](#). Follow buttons allow users to find an individual or organization on social media with a single click

Followers

Refers to users that “follow” or subscribe to another user or organization on a [blog](#) or on different [social media accounts](#). May also be known as visitors

Geotag

The ability to add a current location to a [status update](#) on a [website](#), [blog](#) or [social media account](#)

Google Authorship

The ability to associated a specific [Google Plus](#) profile with a [website](#) or [blog](#). Google Authorship can be used to increase ranking on Google’s search engine. Google Authorship may be referred to as Author Rank, or Authorship

Google Plus

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Google Plus (<http://plus.google.com/>) is a social media website created by Google. Similar to Facebook it allows users to share status updates and information about an individual or brand. Google Plus may also be seen as Google+ or G+

Google Plus Page

A specific account on Google Plus designed for organizations. Here other users can follow and receive updates about the organization. A Google Plus Page cannot be associated with Google Authorship

Google Plus Profile

A specific account on Google Plus designed for an individual. Users can follow and receive updates about an individual through status updates with text, links, photos and videos. Google Plus Profiles can be associated with Google Authorship

Handle

The username of someone on [Twitter](#). All Twitter user names start with the at (@) sign. Handles are used to notify users if they have been mentioned in a Tweet from another Twitter user

Hashtag

A form of [tagging](#) mainly used on [Twitter](#) and [Instagram](#) where a pound sign (#), also known as a hashtag, is placed in front of a word or phrase. A

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hashtag can be in upper or lower case letters. An example of a hashtag would be #yeg – showing [Tweets](#) about the Edmonton area

Instagram

A social media [app](#) (<http://instagram.com/>) where users can share photos they have taken with their smartphone and on Instagram or other social media websites like [Twitter](#)

Link

A series of text often presented in a blue colour, which, when selected will open to a new blog, website or to a specific page of a blog or website. Links can be placed on websites, blogs, and most social media tools. Icons and photos can also be used to link to a new blog, website or to a specific page of a blog or website

LinkedIn

LinkedIn (<http://linkedin.com/>) is a social media website used mainly by professionals. LinkedIn allows users to post [status updates](#) and to follow other users and organizations.

Meetup

Meetup (<http://meetup.com/>) is a [social media](#) website that allows users to sign up and meet with other users who share their interests at real life events

Post

Refers to a new article (blog post) written on a blog or website. Blog posts are usually listed in reverse chronological order (newest posts are listed first). The word “post” may also be used to talk about creating a [status update](#) on a social media tool. Example: I posted an update about our fundraiser on Twitter

Page

A page is a specific, and usually permanent, section of a blog or website. A link to a blog page or website is often visible through a menu shown on a website or blog. Some examples of a page on a blog or website could include a Contact Page (<http://www.acaging.ca/contact/>) or About Us Page (<http://www.acaging.ca/about-us/>)

Page View

Is the number of visitors that have viewed a specific page, website or blog within a given time period. Page Views can be analyzed on [Google Analytics](#)

Pin

A Pin is a picture or video found on a website or uploaded from a computer that users have put onto a Pinterest Board. An icon called a “Pin It Button” can be used to pin photos and videos on Pinterest directly from a website using a single click

Pinterest

Pinterest (<http://pinterest.com/>) is a free social media tool where users create virtual boards posting different pins, in the form of photos, videos or graphic onto Pinterest Boards by topic. For example a photo of Paris could be place onto a Pinterest Board with a name like Paris or France. Pinterest offers personal accounts and business accounts with analytics included

Pinterest Board

Within this document a board refers to a way for Pinterest users to organize pins under a common theme or topic, such as travel, food, or pets

Real Simple Syndication (RSS) Feed

A form of web feed format that allows users to get information when a new article or blog post is created on a [website](#) or [blog](#). Users can see RSS updates through a RSS reader like Feedly (<http://feedly.com/>)

Sharing

When users share specific content from a website, blog or other online platform - like a social media status update. Sharing buttons, such as a Facebook Like button, are often installed on [website](#), [blog](#). For example “I clicked the follow button on that article to share it on Facebook.” See also [Follow Buttons](#)

Search Engine

A website that allows people to search the internet for other [websites](#) and [blogs](#) using related keywords. Some popular search engines include Google (<http://google.com/>), Bing (<http://bing.com/>), and Yahoo (<http://yahoo.com/>)

Search Engine Optimization (SEO)

Specific online techniques used to help a [website](#), [blog](#) or [social media site](#) to rank higher on the results of a search engine such as Google

Shortener

A [website](#) such as bit.ly (<http://bit.ly>) typically used to shorten a URL to the confines (140 characters) of [Tweet](#)

Social Media Tools

Social media tools are websites that allow users to sign up and share content with other users on a specific social media website. This may also be referred to as social media

Status Update

General term referring to the ability for an individual or organization to provide short, post-like updates about themselves, their organization; including information and upcoming events and more on a [website](#), [blog](#) or

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[social media website](#). This may also be referred to as simply an update or a [post](#).

Tag

Is the ability to connect people, places, or ideas that might be connected, to a specific post, image or link. Example; I “tagged” my friend in this photo.

See [hashtag](#)

Tweet

An update on Twitter that must fit into a 140-character limit

Twitter

A microblogging social media tool (<http://twitter.com/>) that allows users to send status updates in only 140 characters. See [Tweet](#) [Hashtag](#), [Shortener](#)

Vimeo

Vimeo (<http://vimeo.com/>) is a website where users can share, and upload personal videos.

Vlog

A vlog (short for video blog) is a blog that is comprised mainly of video based content

Website

A collective set of webpages about an individual, company, group or organization. See also [Blog](#)

YouTube

YouTube (<http://YouTube.com/>) is a [website](#) (owned by Google) where users can share and upload their own videos for public viewing. Videos can also be embedded directly onto a website or blog

Clear Print Accessibility Guidelines

The CNIB offers a PDF of Clear Print Accessibility Guidelines that can be read online

(<http://www.cnib.ca/en/services/resources/Clearprint/Documents/CNIB%20Clear%20Print%20Guide.pdf>).