EDAC Submission: Apps/Social Media

* Purpose of Project (including anticipated outcomes)
* Effectiveness / Meeting Objectives (if known)
* Challenges & Changes made
* Target Audience (demographics)
* Any specifics as detailed in the particular Awards Categories – N/A
* Any details regarding the sustainability of your project. Sustainability is about being mindful of one’s place, processes, and mentality in order to influence change for the better of our communities, local and global.

**International Ec Dev Week in Hamilton**

Purpose:

For Economic Development Week, the City of Hamilton’s Economic Development Department engaged in a social media campaign through its official Twitter and LinkedIn accounts from May 8 to May 14, 2023.

The campaign comprised 41 social media posts, which communicated the department’s mission and services, highlighted its industry sectors and their successes, announced recent large-scale investments, and propped up key partnerships.

Overall, the campaign supported economic development in Hamilton by educating the local community on what we do and how we contribute to the community's overall prosperity while demonstrating value to prospective investors.

Effectiveness:

This social media campaign aimed to educate the public, promote economic growth, attract investment, and support businesses in Hamilton. It was accomplished by highlighting our successes and demonstrating a favourable business environment encouraging entrepreneurship, innovation, and job creation.

Our 41-post social media campaign garnered an audience of 14,590 on LinkedIn and Twitter from May 8 to 14, 2023. It also drew 326 interactions, 142 clicks, 33 shares, and 7,229 impressions.

Challenges and Changes:

The biggest obstacle in planning and implementing this campaign was the sheer volume of information and finding a way to communicate it succinctly over the course of a week. This was accomplished through imagery, links to the appropriate web pages, organization, and communication – connecting with team leads in several sub-sectors and departments and ensuring the messaging was clear and impactful.

Twitter, for example, only allows 280 characters per post, so using an accompanying graphic and a URL allowed us to expand on the information in the tweet.

Target Audience:

The target audience for this campaign includes a variety of stakeholders, including:

1. Businesses: The department seeks to attract and support businesses of all sizes and sectors. This includes existing businesses looking to expand or improve their operations, as well as entrepreneurs and startups seeking guidance and resources to establish new ventures in Hamilton.

2. Investors: The department targets domestic and international investors interested in opportunities in Hamilton. We aim to attract investment by showcasing the city's strengths, such as its favourable business environment, infrastructure, and skilled workforce.

3. Workforce and Job Seekers: The department engages with the local workforce to enhance employment opportunities. We collaborate with educational institutions, training providers, and workforce development agencies to align training programs with industry needs and promote job readiness by providing resources and support to job seekers, connecting them with employment opportunities created by businesses in Hamilton.

4. Industry Associations and Stakeholders: The department collaborates with industry associations, trade organizations, and stakeholders in specific sectors of the economy. Working closely with these groups, we understand sector-specific needs and opportunities, develop sector-specific initiatives, and support industry growth and competitiveness.

5. Community Members: The department aims to engage with the broader community to ensure their initiatives align with community aspirations and priorities. We may seek input from community members through public consultations, town hall meetings, surveys, or other engagement methods. By involving the community, we can better address local needs and concerns in their economic development strategies.

Details/Specifics:

Ec Dev week is all about creating awareness and educating our audience about the important role we play in the community – The following several reasons highlight how Hamilton's Economic Development team creatively shared our unique story and demonstrates why this campaign is award worthy:

1. Strategic Approach: The department demonstrated a strategic approach to economic development – proactively identifying opportunities for growth and taking a proactive role in fostering economic prosperity in Hamilton. Our initiatives and programs are well-aligned with the city's economic priorities, and we consistently seek innovative solutions to support businesses, attract investment, and create employment opportunities.

2. Collaboration and Partnerships: The department actively engages with various stakeholders, including businesses, industry associations, educational institutions, and community organizations. We recognize the importance of collaboration and partnerships in driving economic development. Working closely with these partners, we leverage collective expertise and resources to create a supportive ecosystem that fuels innovation and growth.

3. Entrepreneurship and Innovation Support: The department strongly commits to fostering entrepreneurship and supporting innovation. We provide resources, mentorship programs, and networking opportunities for entrepreneurs and startups. By nurturing a culture of innovation, we contribute to developing a dynamic and resilient business community in Hamilton.

4. Sector-Specific Initiatives: The department focuses on sector-specific initiatives that promote growth and competitiveness. We collaborate with industry stakeholders to understand sector-specific needs and develop targeted programs to support their development. This sector-focused approach enhances the economic diversity of Hamilton and helps businesses thrive in their respective industries.

5. Workforce Development: The department recognizes the critical role of a skilled workforce in driving economic growth. We collaborate with educational institutions and training providers to align workforce development programs with industry needs. We foster talent development and contribute to Hamilton's economy's long-term sustainability and competitiveness.

6. Community Engagement: The department actively engages with the community to ensure our initiatives align with community aspirations and priorities. We seek public input through consultations, surveys, and town hall meetings. This inclusive approach strengthens the department's decision-making processes and fosters a sense of ownership and collaboration among community members.

7. Measurable Impact: The department can demonstrate measurable impacts and success in its economic development efforts. We can provide evidence of business growth, job creation, investment attraction, and positive economic indicators in Hamilton. Our initiatives are backed by data-driven strategies and performance metrics, ensuring transparency and accountability in their work.

Sustainability:

While the basic template of this project could be used in other communities, the scope of Hamilton’s Economic Development is truly unique due to the city’s strategic location, transportation infrastructure, skilled workforce, industry diversity, business support, affordability, and quality of life – making it a compelling destination for investors and businesses looking to establish or expand their operations.