

**THE  
CHAMBER.**

**160** | GREATER VICTORIA  
CHAMBER OF COMMERCE

# Greater Victoria Chamber of Commerce

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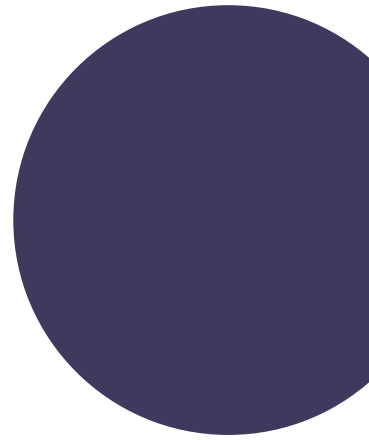
*Introduction: Emerge*

Target Audience

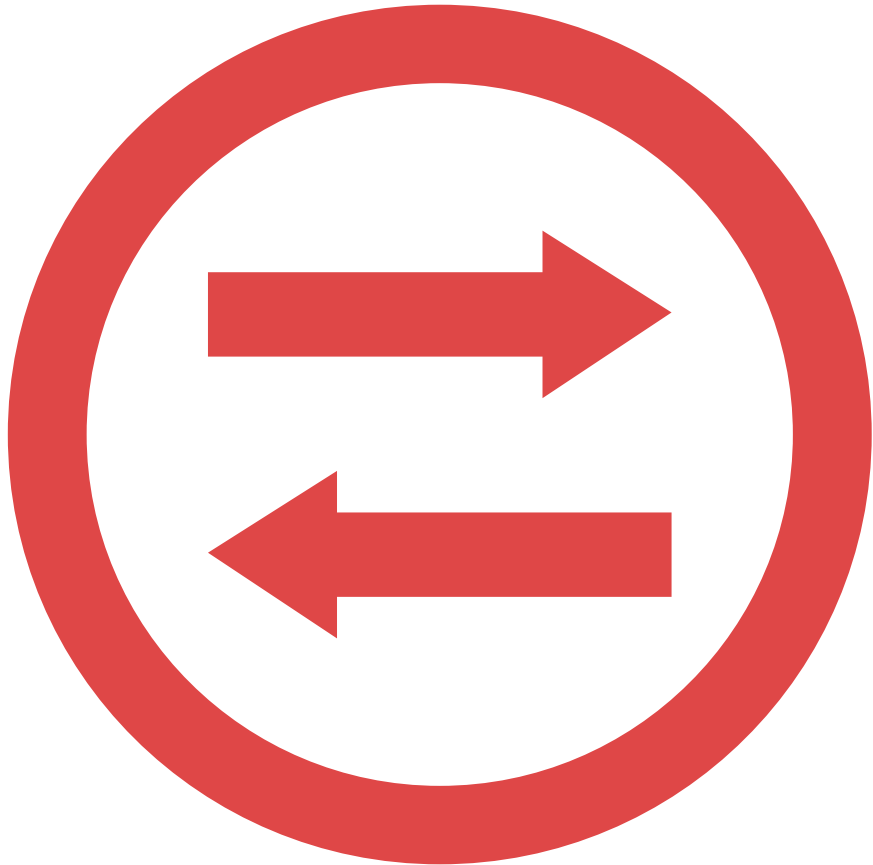
Key Messages

Deliverables





Prodigy Group



Emerge



# Who is *Emerge*?



**Mission:** foster authentic connections



**Vision:** to cultivate an inclusive business community full of opportunity



**Who is Emerge:** those seeking connections



**What does Emerge do:** create an inclusive, casual and fun way of building connections



**Why does Emerge do it:** connections foster innovative business ideas for the future of Victoria



# *Comms Problem*

- Increase engagement
- Create digital content and templates



# Target Audience

## ***Primary target audience:***

- Younger adults (20-35) starting a business or looking to meet people.
- Community-focused, higher socio-economic status, and enjoy outdoor activities.

## ***Secondary target audience:***

- Similar to primary audience, but single and looking to make connections.
- Diverse backgrounds, university educated, and enjoy creative activities.



# Persona

## ABOUT ME

Ryan Williams



Hello my name is Ryan Williams. I am a financial analyst and currently reside with my beautiful family in Victoria, British Columbia

### Fun Facts

- I have two beautiful children
- My wife is my high school sweetheart
- I grew up ski racing
- My favourite colour is blue, royal blue
- I have a chocolate lab named Rocky



### About Me

I am a very outgoing and intentional person. I love spending time with my family and teaching them the importance of hard work and how to give back to the community. I take great pride in my work, but I am no stranger to a good time with friends and family. A healthy and well balanced lifestyle is very important to me and I am a firm believer in good things happening to good people.

### Hobbies



# Key Messages

- Join Emerge at GVCC to advance your business and attract new economic opportunities with like-minded individuals
- Join the professional community of Greater Victoria in support of building connections and fostering innovative business ideas
- Join the many members of the GVCC as we strive to constructively influence public policy and governments in supporting a healthy free enterprise system

# *Nature and Scope* OF WORK





# *Deliverables*

- Emerge's social media audit
- SWOT Analysis
- External audit
- SEO Terms & Guidelines
- Social Media Templates





# Internal Audit

- Limited information from Emerge brand.
- Provided insight into SWOT analysis.

Account name/Handle +C4+A	Platform	URL	Owner	Password	Who have access	#Followers	Profile Consistency (Y/N): logo, color, profile/bio, link, imagery, hashtag	Communication (comments, DM open or not)	Action Required:		
Emergevic	Instagram	<a href="https://www.instagram.com/emergevic/">https://www.instagram.com/emergevic/</a>	N/A	N/A	N/A	31	Logo yes, Color yes (in logo), Profile/Bio yes (but minimal), link yes	Comment section and DM is open	They are doing a re-brand so it makes sense that there is no content up yet however, I would suggest adding more to the bio to give people coming across the page for the first time a bit more information		
Emerge	Facebook	<a href="https://www.facebook.com/EmergeVic">https://www.facebook.com/EmergeVic</a>	N/A	N/A	N/A	8	Logo yes, Color yes (in logo), Profile yes, Bio no, link yes	Comment section and DM is open			
Victoriachamber	Instagram	<a href="https://www.instagram.com/victoriachamber/">https://www.instagram.com/victoriachamber/</a>	N/A	N/A	N/A	3,630	Minimal logo (just the name of the chamber), little to no color, profile/bio yes, link yes	Comment section and DM is open			
Greater Victoria Chamber of Commerce	Facebook	<a href="https://www.facebook.com/VictoriaChamber/">https://www.facebook.com/VictoriaChamber/</a>	N/A	N/A	N/A	5.4K	Logo is the same as Instagram, though fairly minimal without being unique (just the name), minimal colour, profile/bio yes	Comment section and DM is open			
ChamberVictoria	Twitter	<a href="https://twitter.com/ChamberVictoria">https://twitter.com/ChamberVictoria</a>	N/A	N/A	N/A	10.6K	Logo yes, color yes (more than other accounts), profile/bio yes, hashtag yes (#ChamberLocalBicBC), link yes,	Comment, retweet, DM open			
Greater Victoria Chamber of Commerce	LinkedIn	<a href="https://www.linkedin.com/company/greater-victoria-chamber-of-commerce/">https://www.linkedin.com/company/greater-victoria-chamber-of-commerce/</a>	N/A	N/A	N/A	4,288	Logo yes, color not really, profile/bio yes, hashtag no, link yes	Messages open			
Victoriachamber	YouTube	<a href="https://www.youtube.com/@victoriachamber/videos">https://www.youtube.com/@victoriachamber/videos</a>	N/A	N/A	N/A	169	Logo yes, color no, profile/bio no, link no, hashtag no	N/A			
EmergeVic	Twitter	<a href="https://twitter.com/EmergeVic">https://twitter.com/EmergeVic</a>	N/A	N/A	N/A	1	Logo yes, color yes, profile/bio not yet, link no, hashtag no				
		<a href="https://www.linkedin.com/company/greater-victoria-chamber-of-commerce/">https://www.linkedin.com/company/greater-victoria-chamber-of-commerce/</a>					Logo yes, color yes, profile/bio				

# *SWOT Analysis*

## Strengths:

- Benefits from affiliation.
- Established brand and networking opportunities.
- Inclusive approach increases engagement.

## Weaknesses:

- Non-profit limits funding and growth.
- Limited resources.
- Building engagement takes time.

## Opportunities:

- Educational resources through GVCC's programs.
- Community and events help growth.

## Threats:

- Competition from other organizations.
- Remaining relevant to young professionals.

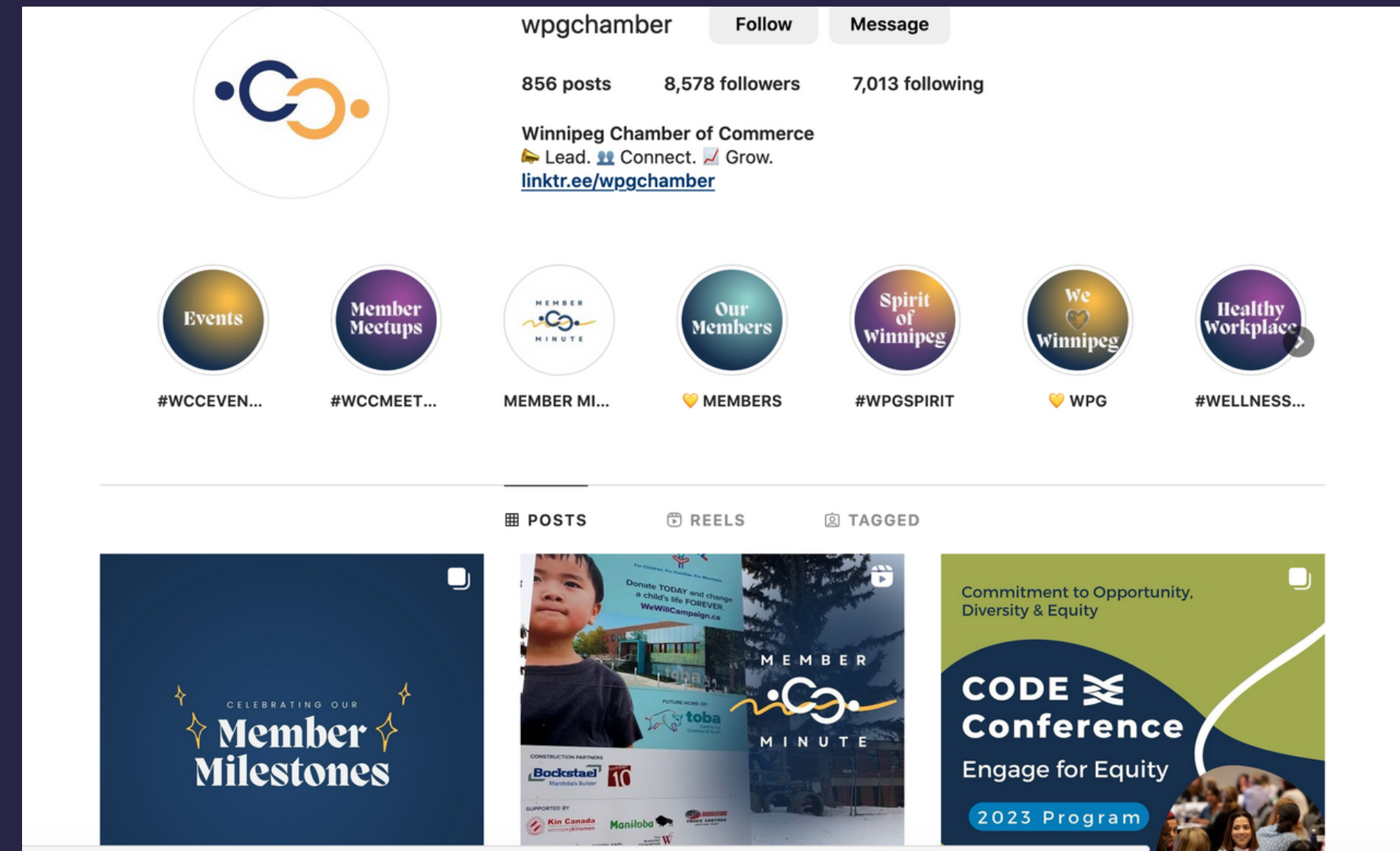
# THE CHAMBER.





# External Audit

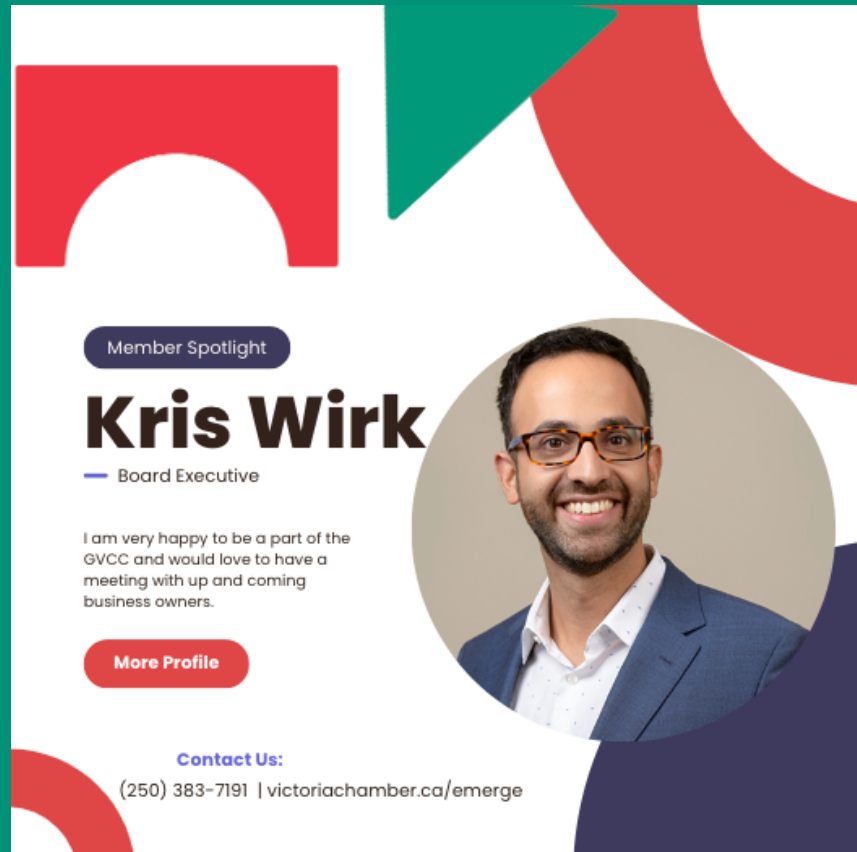
- Studied other chambers of commerce for reference.
- Inspired by the Winnipeg Chamber of Commerce's Instagram page.
- Liked their organization, stories, and templates.



# SEO Terms and Guidelines

Use these key words and phrases when writing posts, describing pictures and posting on websites or social media

- |                             |                              |                                      |
|-----------------------------|------------------------------|--------------------------------------|
| 1. Chamber of Commerce      | 11. Business Growth          | 21. Local Business Community         |
| 2. Business Networking      | 12. Small Business Support   | 22. Business Collaboration           |
| 3. Local Business Community | 13. Entrepreneur Support     | 23. Small Business Owners            |
| 4. Economic Development     | 14. Community Engagement     | 24. Business Mentorship              |
| 5. Business Support         | 15. Business Referral        | 25. Chamber Membership               |
| 6. Networking Opportunities | 16. Local Business Directory | 26. Community Development            |
| 7. Business Advocacy        | 17. Business Workshops       | 27. Business Relationships           |
| 8. Member Benefits          | 18. Business Promotion       | 28. Local Business Opportunities     |
| 9. Business Resources       | 19. Business Development     | 29. Business Network                 |
| 10. Business Connections    | 20. Chamber Events           | 30. Chamber of Commerce<br>Directory |



"Today's member spotlight features Kris Wirk, who is the treasurer for GVCC. Outside of GVCC, Kris is a CPA and a Partner at Dusanj + Wirk, an accounting firm based in Victoria. Kris is a crucial part of GVCC and has over fifteen years of experience in audits and taxation services for owner-managed businesses, individuals and non-profit organizations."



"We are featuring Sarah Isabelle as our committee member spotlight today! Sarah is a committed member of the Greater Victoria Chamber of Commerce and has stated she is "delighted to be a part of the GVCC" and that she looks forward to her future endeavours with the organization."



"Pedro Márquez holds a doctorate degree from the University of Calgary in Management and Political Science and is Vice-President, Research and International at Royal Roads University. Pedro has been an active member of the community, serving on numerous boards such as the South Island Prosperity Project, West Shore Chamber of Commerce and Vancouver Island Economic Alliance, among others."

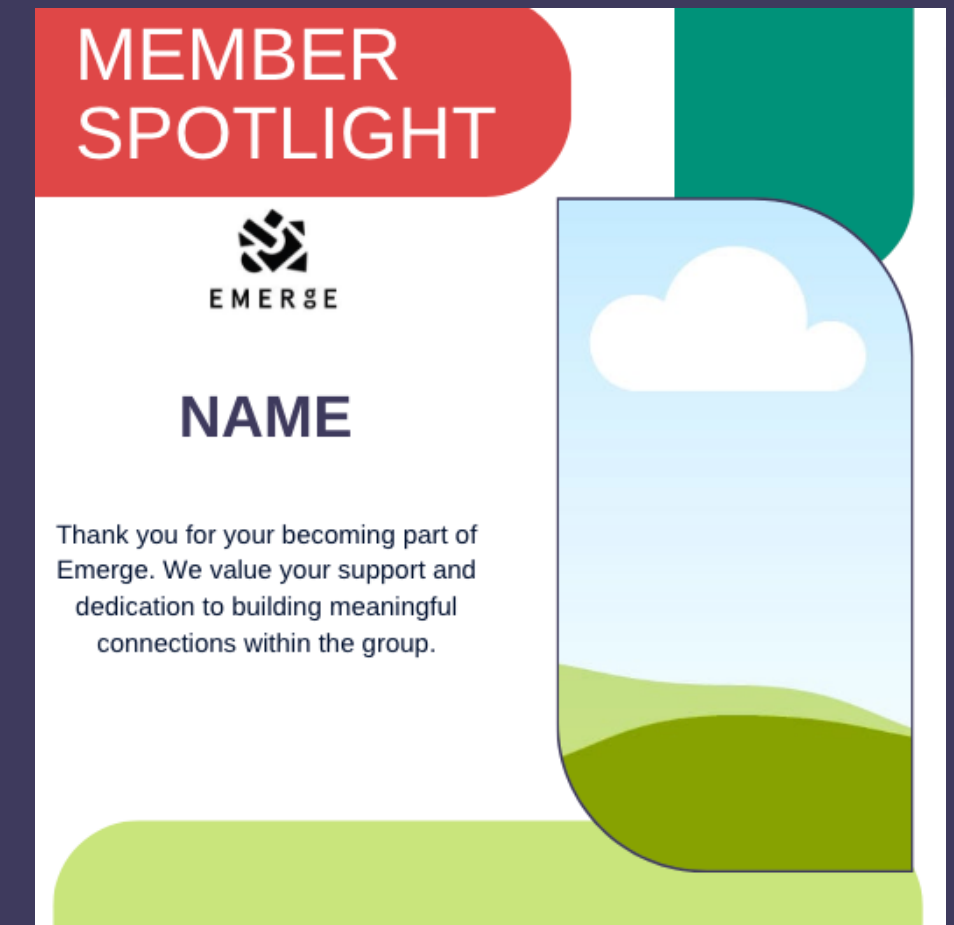


"Frumsa is a consummate professional and an awesome person with extra ordinary people skills. His communication and leadership style is non contemporary with amazing results. Always to the point and respectful. He knows his move and game plan, plans well."



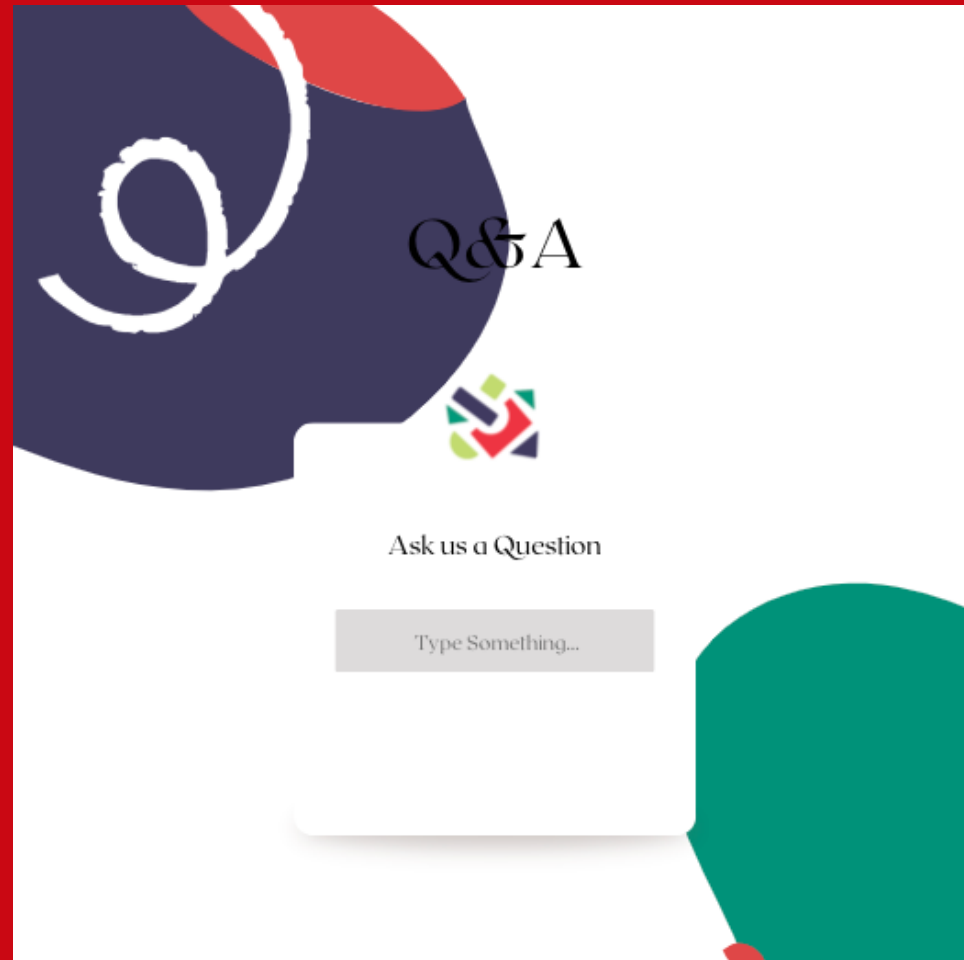
# Social Media Templates

## Committee/Member Spotlights



- BLANK EXAMPLE \*

"In this member spotlight, we are featuring Ariel McGrogan. Ariel Joined Emerge last year to build meaningful connections and help others get that same opportunity. Ariel is a Victoria resident and is a donor relations officers for the United Way."



"Today The Greater Victoria Chamber of Commerce will be having a Questions and Answer activity to better understand how we can serve the community to the best of our ability. Please leave your questions and comments below, we can't wait to answer you!"



"Why join the Greater Victoria Chamber of Commerce? We believe there are many beneficial reasons in becoming a member of GVCC. Here is a quick background of our mission, vision, who we are, what we do, and why we do it. We would love to have you join our wonderful community of members"



"Hello fellow members of the GVCC! We hope you are all having a great day. Today we will be conducting a Question and Answer panel with our dedicated staff members. If you have any questions or comments you would like to share with the Chamber here is your opportunity. We look forward to hearing from you all!"



"From start-ups to local legends, the awards shine a light on hard-working businesses, business people and community leaders in 14 categories worth celebrating. Finalists are chosen by an independent panel of prominent business leaders who serve as judges. The 2023 Business Awards gala will take place on May 4th, 2023 from 6:00 - 10:00 pm at the Fairmont Empress. Ticket sales will open March 6th."

[https://www.canva.com/design/DAFb4OKplUM/LgwOREUoxoKOA-TYN26SyQ/view?utm\\_content=DAFb4OKplUM&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=sharebutton&mode=preview](https://www.canva.com/design/DAFb4OKplUM/LgwOREUoxoKOA-TYN26SyQ/view?utm_content=DAFb4OKplUM&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton&mode=preview)



"Stay up to date with the upcoming events here at the Greater Victoria Chamber of Commerce. For more information about these events, please visit our website which is linked in our bio."



"Join us on November 6 - 13, 2023 as we showcase incredible items from across Greater Victoria. Do you want your products and services featured in the auction? From gift cards to great local items and everything in between, reach thousands of potential customers by donating a prize today. Tickets are available on our website, which is linked in our bio."





"Start your morning with a business development and community-building checkmark. Hosted by Revera at their Kensington Retirement Residence, It's a great way to learn about services offered by one another and how you can positively contribute to our local business community. The event will occur on May 24th from 8:00 AM - 9:30 AM. The event will begin with casual networking and then proceed into roundtable meetings. Businesses are encouraged to bring business cards for everyone, tickets will be available on the GVCC website."



"When we create an integrated, interdisciplinary curriculum designed to help students develop both a more affective and personal connection to their studies as well as necessary empirical skills, this can further emphasize the importance of multiple ways of knowing and creates an opportunity for new science narratives that better understand the interrelationships of a complex, living system. Join us on April 13 at noon (PDT) for a rich discussion with Dr. Hilary Leighton and Dr. Mickie Noble."



# *Conclusion*

- Social media plan is poised to achieve the goals set by the Chamber through resonating with its target audience.
- Confident in our ability to increase the Chamber's visibility and build stronger relationships, positioning it as a business leader in the community.
- We look forward to seeing the results of our efforts!



# KEY LEARNINGS







*Thank You!*

Questions?

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