

Welcome to the Social Media Awareness Session by Sofa Communications



SOFA COMMUNICATIONS

Ryan White
Web Programmer

Sam Lafond
Graphic Designer

Jason Sanderson
Partner/Creative Director

Mike Anthony
Account Manager

Tim McArthur
Partner/Print Management

Serge Gingras
Web Developer

Ben Dick
New Media Developer





“Marketing Your Business and
Social Networking;
with a focus on
NETWORKING for Success!”





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RTO 13

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The Outfitter Magazine

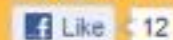
FireSmart

Partners and Industry links

NOTO's programs and Benefits

Discussion Board

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Welcome






Tourism Industry Resources at Your Fingertips!

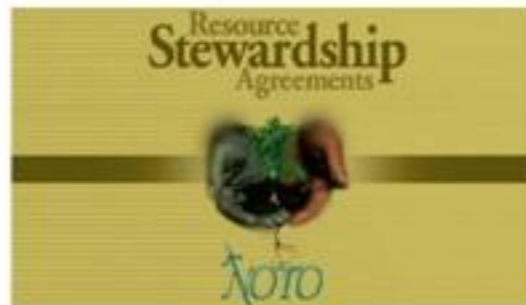
Welcome to the new Northern Ontario Tourism Industry information website. Consider this site your reference library, with articles on a range of subjects and links to government, industry and other resources. This site is for all industry stakeholders and is a project of NOTO with support from the Northern Ontario Regional Tourism Organization and the Ministry of Tourism and Culture.

Like any information resource, this website is a work in progress. Please send us your comments, feedback and suggestions for additional information and resources that will help you and your business.

Attention Tourism Industry Stakeholders and Suppliers!

Register now to attend the 2011 Nature & Outdoor Tourism Industry Conference that will be held November 2nd and 3rd in Sudbury, Ontario. [Click here for more details!](#)

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TOURISM INDUSTRY NEWS

[Allied Spotlight - Gougeon Insurance](#)
Oct 25, 2011

[NOTO Conference Update October 7, 2011](#)
Oct 7, 2011

[Allied Spotlight - All-Canada Show](#)
Oct 6, 2011

[WELCOMING THE WORLD-Canada's Federal Tourism Strategy Launched](#)
Oct 6, 2011

[The Fall Hunt - Gear Up For Safety](#)
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Ontario's
Rainbow Country
Northern Georgian Bay

*Vacation Traditions
Happen Here*

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Rainbow Country, nestled against northern Georgian Bay, is the place where great vacation traditions happen. Its natural splendor and variety of lodging options offer tranquility, comfort and value for those who want to connect with others. Whether you're planning a family vacation, a romantic retreat, a getaway with friends or a simple camping trip, Rainbow Country has all of the ingredients to ensure that your adventure is a memorable one. Breathtaking scenery, adventurous recreation opportunities and the chance to enjoy one another's company in a fun and relaxed setting is what keeps our visitors coming back year after year.

Click on this map
to zoom into your next
outdoor adventure.



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CANADA

ATVing IN ONTARIO

Escape the everyday as you and your fellow ATVers discover the unlimited possibilities
ATVing in Ontario.

Click on a motorsport image below to go to this experience.



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Canada



ONTARIO
Yours to discover



L'Ontario en français





Obtenez le guide! ▶

ACCUEIL > VISITEURS > ATTRACTIONS PRINCIPALES > PARC THÉMATIQUE CALYPSO

Que se passe-t'il à L'Ontario 1 2 3 4



Apt613

A taste of Italy at Stella Luna Gelato Cafe
30 Jul 2011 | 12:28 pm
Photo courtesy Tammy Giuliani After months of anticipation that had the neighbourhood buzzing, Stella Luna Gelato Café will open this weekend in Old Ottawa South. Armed with her adventurous spirit, her adopted Italian background, and a lot of courage, owner[...]



Let's Go Ottawa

New video: First-class bhangra!
28 Jul 2011 | 1:10 pm
Internet sensation Wilbur Sargunraj is at it again! He had so much fun in Ottawa back in February filming the video for the popular The Canada Song, he just had to return in the summer. The result? First-class Bhangra —[...]

Bonjour Ontario! on Facebook

Like

Bonjour Ontario!
THE TREWS sera en concert au Summerfest de Cochrane le samedi 13 août 2011. Les billets sont disponibles au Tim Horton Events Centre 705-272-5084. <http://www.thetrewsmusic.com/tour/>

Tour | The Trews
www.thetrewsmusic.com
The Trews

3 août, à 10:29

Bonjour Ontario!
Ne manquez pas City and Colour, The Ten O'Clock, Max O'Rourke!

413 people like **Bonjour Ontario!**





- Facebook is a social networking service and Web site launched in February 2004.
- Facebook has more than 800 million active users.





- Twitter is an online social networking and microblogging service that enables its users to send and read text-based posts of up to 140 characters.
- Posts are known as "tweets".

You





- YouTube is a video-sharing website, on which users can upload, share and view videos.
- Most of the content on YouTube has been uploaded by individuals

Sofa Communications

Printing Service · Web Design · Graphic Design · North Bay, Ontario · [Edit Info](#)

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Wall

Hidden Posts

- Info
- Friend Activity (1+)
- Photos
- Events

[EDIT](#)

About [Edit](#)

North Bay marketing agency offering graphic design, digital printing, and w...

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135

like this

4

are talking about this

Likes



[Add to My Page's Favorites](#)

[Get Updates via SMS](#)

[Get Updates via RSS](#)

[Unlike](#)

[Share](#)



Wall

Sofa Communications · Everyone (Most Recent)

Share: [Status](#) [Photo](#) [Link](#) [Video](#) [Question](#)

Write something...



Sofa Communications

Anyone travelling this fall? Check out Connect On Campus. We created this promotional video to generate awareness for this great website. Save some money and stay in comfortable, well organized accommodations.

<http://www.youtube.com/watch?v=70l6cu2o088>



connect on campus
www.youtube.com

210 Impressions · 0.95% Feedback

[Like](#) · [Comment](#) · [Share](#) · September 30 at 5:42pm

[Chantal Pannel](#) likes this.



Sofa Communications thanks Chantal!
October 1 at 5:16pm · [Like](#)

Write a comment...



Sofa Communications

Congrats to our expert print technician Tim McArthur and his wife on 25 years of marriage! Big surprise party on the weekend gave Tim a good scare when everyone yelled 'surprise'; but he seems to have calmed down. All the best Tim & Anna on your special milestone from the team at Sofa!

326 Impressions · 1.23% Feedback

[Like](#) · [Comment](#) · [Share](#) · September 26 at 3:38pm

Admins (6) [?]

[See All](#)



[Use Facebook as Sofa Communications](#)

[Notifications](#) 8

[Promote with an Ad](#)

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You and Sofa Communications



[20 friends](#) like this.

[6 friends](#) worked here.

Recommendations (1)

[See All](#)



Stephen Brown Love the creative work these folks do.

Write a recommendation...

Quick Tips

Get more people to like your Page with Facebook Ads today!

[Promote My Page](#)

Sponsored

[Create an Ad](#)

Mike Anthony

Talked with some great people based in Hamilton this week. Had a good brainstorming chat with editor & content crew of Mohawk College's Alumni magazine "In Touch". The graphics team at [Sofa Communications](#) won the nationally advertised contract for layout/design of the magazine (3 years).



Profile Pictures

By: Mohawk College

 Like ·  Comment ·  Share · August 24 at 8:05am · 



and 4 others like this

By: Mohawk College

 Like ·  Comment ·  Share · August 24 at 8:05am · 



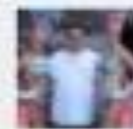
and 4 others like this.

Congrats on the contract. You guys do great work.
August 24 at 8:53am · Like ·  1 person

Of course you did!! Awesome job SOFA Team!!
August 24 at 9:07am · Like ·  1 person

Congrats!
August 24 at 9:19am · Like ·  1 person

That's awesome ... that will give you National exposure, will it not?
August 24 at 1:47pm · Like ·  1 person



Mike Anthony Thanks guys....Heather:we've had other provincial and national work toor....this magazine goes to their alumni everywhere (could be anywhere in the world, wherever the graduate is)....
August 24 at 1:53pm · Like

Congrats!
August 24 at 1:58pm · Like

Yahooooo! Great work you guys -- wonderful to see our North Bay folks winning nationally-advertised contracts + bringin' home the bacon!!
August 24 at 2:19pm · Like ·  4 people



Mike Anthony Thanks Chief (a.k.a. Victor Fedeli)!
August 24 at 4:26pm · Like ·  2 people

Write a comment...

3 Keys for Social Networking

3 Keys for Social Networking

- **CREATE A SYNERGY BETWEEN
WEB AND SOCIAL NETWORKING**
-
-

3 Keys for Social Networking

- **CREATE A SYNERGY BETWEEN
WEB AND SOCIAL NETWORKING**
- **KEY TIMES FOR INTERACTION**

3 Keys for Social Networking

- **CREATE A SYNERGY BETWEEN
WEB AND SOCIAL NETWORKING**
- **KEY TIMES FOR INTERACTION**
- **WAYS TO INCREASE INTERACTION**

Best Care

BOARDING KENNELS



705.472.1750



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on our guests!



Welcome

Best Care Kennels is a special place where we ensure your pets will be as pampered and loved as they are in your own home. Every dog has their own spacious, indoor/outdoor run, and every cat enjoys their own "cat condominium". We pride ourselves in providing a kennel which is clean, well maintained and climate-controlled year round.

We are pleased to offer walking services. For happier, more energetic puppies, we have power play in our fenced yards; everything from frisbee to ball - we do it all! We also offer Doggie Daycare for the pampered pooch that needs some extra attention during the week while you tend to work and errands. We have our very own a Doggie Park for your pooch to run free: enjoying the bush all while fenced and secure.

We also take care of administering any required medications, for the treatment of epilepsy, diabetes or other disorders. We provide this service free of charge unless otherwise stated. We are a platinum member of the I.P.D.T.A. We are proud of our reputation, and come "Vet recommended". We have happy customers from across Canada and places as

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Photo Gallery

VACCINATIONS
REQUIRED

705.472.1750



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for announcements,
news, and updates
on our guests!

ACCOMMODATIONS

GROOMING



WHO WE ARE

The establishment of Sofa Communications in 2005 was the perfect example of the adage "together we're better". It began a partnership of experienced marketing and graphic design professionals, who joined forces to create a uniquely dynamic, full-service marketing agency. Since then, founders Jason Sanderson and Tim McArthur have built a strong team to proudly deliver professional, innovative design, engaging marketing campaigns and high-calibre digital printing. Sofa Communications services clients from Kirkland Lake to Toronto, and plenty of places in between; all at competitive rates. Sofa's comprehensive portfolio has grown to include over 60 return clients representing the education, transportation, health care, tourism, arts, mining, forestry and private sectors. Let us collaborate with you and you'll find Sofa a comfortable place to be!

THE SOFA TEAM



Jason Sanderson
Partner/ Creative Director



Serge Gingras
Web Developer



Tim McArthur
Partner/ Print Management



Sam Lafond
Graphic Designer



Mike Anthony
Account Manager



Ben Dick
New Media Developer



Chester Field
Sofa Mascot




Ryan White
Web Programmer

Sofa Communications on Facebook

✓ Like You like this.







Sofa Communications
Anyone travelling this fall? Check out Connect On Campus. We created this promotional video to generate awareness for this great website. Save some money and stay in comfortable, well organized accommodations.





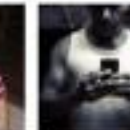
<http://www.youtube.com/watch?v=70l6cu2o088>

 **connect on campus**
www.youtube.com

210 Impressions · 0% Feedback
September 30 at 5:42pm

136 people like **Sofa Communications**.

 Carolane
  Liz
  Lisa
  Tanya
  Samantha
  Mike

 Breanne
  Danny
  Melanie
  Chris
  Katie
  Steve

Facebook social plugin

Key Times For Interaction

Key Times For Interaction

- 7am—8:30am
-
-

Key Times For Interaction

- 7am—8:30am
- 11:30am—1pm

Key Times For Interaction

- 7am—8:30am
- 11:30am—1pm
- 4pm to 8pm

Key Times For Interaction

- General Rule of Thumb: Most posts are made on weekdays, peaking on Thursday and Friday

Key Times For Interaction

- Manic Mondays: avoid all the Monday noise (media catching up on stories, people getting back to work and school etc.)

Industry Specific

Industry Specific

- Entertainment = weekends are traditionally most powerful

Industry Specific

- General Retail: later in the week is better, Sunday shows promise for people planning that day's shopping or errands for the week

Industry Specific

- Fashion/Art Related: interaction trends show Thursday is most popular day for people to respond to these types of posts, incentives or sale information

Industry Specific

- Food & Beverage: studies show middle of the week can be powerful (for lunch specials or after work visits to restaurants or for takeout/delivery)

Industry Specific

- Sports... Sunday is known as THE day for sports fans... studies show it's a great time to engage them

Industry Specific

- Business-related or Financial: Studies indicate midweek activity is best, focusing on Wed as #1 time slot, Thurs as #2 time slot... by Friday people are thinking “weekend”, not business

3 Ways to Increase Interaction

3 Ways to Increase Interaction

- Use questions (avoid repeating what's in your flyers or print ads, make it interactive)

3 Ways to Increase Interaction

- Ask for the “share”, “like” or comments (people that don’t comment still see it, those who do generate more exposure by commenting or liking or sharing)

3 Ways to Increase Interaction

- Shorter is better (posts that are less than 100 characters have about $\frac{1}{4}$ more interaction or response)

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NETWORKING for Success!”



SOFA COMMUNICATIONS

QuickTime™ and a
AVC Coding decompressor
are needed to see this picture.