

Social Media Proposal:

For the Goderich Bicentennial celebrations, social media is going to be a great contributor to marketing and promoting the event. Below are proposed subjects that we would like to feature on the Bicentennial social media pages to promote the events happening, build excitement, but also celebrate our history and past within the town of Goderich.

Faith Wilson and Garry LaRose will be cocreating and formulating content utilizing a variety of resources and Canva, that will be featured on the social media pages which will be approved by Janice Hallahan (CAO) and posted by town staff.

Please see below proposed topics, as well as a schedule from June 2026 to June 2027:

Save the Date:

- Released on Founder's Day (June 29th, 2026)
- Save the date for the Goderich Bicentennial
- Minimal details
- To remind people and build excitement for the Bicentennial celebration

Podcast Highlight/Sneak Peek:

- Each month, a post will be curated based on the topic of the podcast by Phil Main
- The post will be released at the same time as the podcast release
- This may help reach more people (some people may become more intrigued to listen to the podcast if they see a post about what the podcast is going to be about)

Event Highlight Reel:

- Posted leading up to the bicentennial dates
- Highlight and outline events and their details to get people excited about what we have planned
- ONLY post if the event is 100% confirmed
- 2 per month - this may increase as we get closer to the event date

Throwback Thursday

- Then & now, photo challenge
- Ask people from the town to go and recreate photos from the past
- Have them send it in to the town
- We post it
- Have a prize for this
- Winner announced at the Bi-centennial

Alternative Option:

- People send in old photos that are of some sort of significance to the town of Goderich and we feature these photos with a brief caption
- Perhaps we do this if we don't receive as many "Then & Now" photo challenge submissions

Timeless Tuesday

- Based on historical figures, buildings, events, etc.
- Once a month starting after Founder's day
- Perhaps the Culture and History committee/chair could formulate the content

Local Legends - Bi-weekly wednesday

- Highlight local talent, businesses, figures, etc.
- Reach out to businesses VIA email to ask if they want to be featured
- Based on demand, we may need to increase post frequency
- They could email in a video of themselves for us to post, or a written post/picture(s)
- Once a week
- This could include:
 - How they are contributing to the Bicentennial
 - What they are excited about
 - About their business/history of their business
 - What they love most about Goderich

Proposed Schedule:

Month	Date	Post Description	Topic	Notes
June	29th	<input type="checkbox"/> "Save the Date"		
	29th	<input type="checkbox"/> Podcast Highlight		
July	8th	<input type="checkbox"/> Local Legends		
	15th	<input type="checkbox"/> Event Highlight Reel		
	16th	<input type="checkbox"/> Throwback Thursday		
	22th	<input type="checkbox"/> Local Legends		
	28th	<input type="checkbox"/> Timeless Tuesday		
	29th	<input type="checkbox"/> Event Highlight Reel		
	TBD	<input type="checkbox"/> Podcast Highlight		
August	5th	<input type="checkbox"/> Local Legends		
	12th	<input type="checkbox"/> Event Highlight Reel		
	13th	<input type="checkbox"/> Throwback Thursday		
	19th	<input type="checkbox"/> Local Legends		
	25th	<input type="checkbox"/> Timeless Tuesday		
	26th	<input type="checkbox"/> Event Highlight Reel		
	TBD	<input type="checkbox"/> Podcast Highlight		
	2nd	<input type="checkbox"/> Local Legends		

September	9th	<input type="checkbox"/> Event Highlight Reel		
	10th	<input type="checkbox"/> Throwback Thursday		
	16th	<input type="checkbox"/> Local Legends		
	22nd	<input type="checkbox"/> Timeless Tuesday		
	23rd	<input type="checkbox"/> Event Highlight Reel		
	TBD	<input type="checkbox"/> Podcast Highlight		
October	7th	<input type="checkbox"/> Local Legends		
	8th	<input type="checkbox"/> Throwback Thursday		
	14th	<input type="checkbox"/> Event Highlight Reel		
	21st	<input type="checkbox"/> Local Legends		
	20th	<input type="checkbox"/> Timeless Tuesday		
	28th	<input type="checkbox"/> Event Highlight Reel		
	TBD	<input type="checkbox"/> Podcast Highlight		
November	4th	<input type="checkbox"/> Local Legends		
	11th	<input type="checkbox"/> Event Highlight Reel		
	12th	<input type="checkbox"/> Throwback Thursday		
	18th	<input type="checkbox"/> Local Legends		
	17th	<input type="checkbox"/> Timeless Tuesday		
	25th	<input type="checkbox"/> Event Highlight Reel		

	TBD	<input type="checkbox"/> Podcast Highlight		
December	2nd	<input type="checkbox"/> Local Legends		
	9th	<input type="checkbox"/> Event Highlight Reel		
	10th	<input type="checkbox"/> Throwback Thursday		
	16th	<input type="checkbox"/> Local Legends		
	22nd	<input type="checkbox"/> Timeless Tuesday		
	30th	<input type="checkbox"/> Event Highlight Reel		
	TBD	<input type="checkbox"/> Podcast Highlight		
January	6th	<input type="checkbox"/> Local Legends		
	13th	<input type="checkbox"/> Event Highlight Reel		
	14th	<input type="checkbox"/> Throwback Thursday		
	20th	<input type="checkbox"/> Local Legends		
	26th	<input type="checkbox"/> Timeless Tuesday		
	27th	<input type="checkbox"/> Event Highlight Reel		
	TBD	<input type="checkbox"/> Podcast Highlight		
February	3rd	<input type="checkbox"/> Local Legends		
	10th	<input type="checkbox"/> Event Highlight Reel		
	11th	<input type="checkbox"/> Throwback Thursday		
	17th	<input type="checkbox"/> Local Legends		

	23rd	<input type="checkbox"/> Timeless Tuesday		
	24th	<input type="checkbox"/> Event Highlight Reel		
	TBD	<input type="checkbox"/> Podcast Highlight		
March	3rd	<input type="checkbox"/> Local Legends		
	10th	<input type="checkbox"/> Event Highlight Reel		
	11th	<input type="checkbox"/> Throwback Thursday		
	17th	<input type="checkbox"/> Local Legends		
	23rd	<input type="checkbox"/> Timeless Tuesday		
	24th	<input type="checkbox"/> Event Highlight Reel		
	TBD	<input type="checkbox"/> Podcast Highlight		
April	7th	<input type="checkbox"/> Local Legends		
	14th	<input type="checkbox"/> Event Highlight Reel		
	15th	<input type="checkbox"/> Throwback Thursday		
	21st	<input type="checkbox"/> Local Legends		
	27th	<input type="checkbox"/> Timeless Tuesday		
	28th	<input type="checkbox"/> Event Highlight Reel		
	TBD	<input type="checkbox"/> Podcast Highlight		
	5th	<input type="checkbox"/> Local Legends		
	12th	<input type="checkbox"/> Event Highlight Reel		

May	13th	<input type="checkbox"/> Throwback Thursday		
	19th	<input type="checkbox"/> Local Legends		
	25th	<input type="checkbox"/> Timeless Tuesday		
	26th	<input type="checkbox"/> Event Highlight Reel		
	TBD	<input type="checkbox"/> Podcast Highlight		
June	TBD			