

HALIFAX

Connecting to the Commemoration

Promoting the history and meaning of the
Halifax Explosion during the 100th Anniversary

September 20, 2017

Communications context

- Work to align communication activities with Commemorative Program's Guiding Principles
 - They will help educate and connect people, and encourage community to participate
- Long build up time of planning, but few opportunities for a strong call to action

Awareness activities to date

- Emblem created, call for survivors
- 100 Years, 100 Stories launch/Boston event in 2016
- Grant recipients chosen and awarded
- Doors Open Halifax/City Hall promotion
- Maritime Museum of the Atlantic Exhibit promotion
- Bedford Magazine Ad
- CTV News at Five videos and website
- RFP for commemorative markers
- Speeches
- Media coverage (Fort Needham restoration, markers)

Overarching strategy

- **Influence behaviour**
 - Encourage citizens to access a “one-stop-shop” for all information - 100years100stories.ca
- **Influence participation**
 - Encourage citizens to share their related stories, photos and thoughts, and encourage visits to museums, libraries, events, ceremonies and resources
- **Influence understanding and positive perception**
 - Build support and raise awareness of the fact the Halifax Explosion had a profound impact on our city and our province, and that it continues to define our character

Communications goals

- Ensure key audiences (staff, Mayor/Council and partners/supporting stakeholder groups) are aware of the campaign and distribute the **100 Years, 100 Stories** link through their own networks and channels
- Earn positive media stories about campaign, city's activities
- Encourage people to visit campaign website, and remember and commemorate by submitting their own stories and experiences
- Maximize use of campaign hashtag (**#100years100stories**) and external audience links to existing digital communications tools including Twitter handles, Facebook and Instagram accounts and web content on halifax.ca/halifax-explosion.

Topline messages

- The Halifax Explosion had a profound impact on our city and our province – remember, commemorate and educate.
- Share your Halifax Explosion stories, thoughts and experiences at 100years100stories.ca and through social media using #100years100stories.
- Share your photos through social media using #100years100stories.
- Get personally involved by
 - visiting museums and libraries
 - attending commemorative events and ceremonies (especially Fort Needham on Dec. 6)
 - checking out educational resources like the municipal and provincial archives, and the (yet to be named) interactive web site and app

Communications tools/tactics

Tactic	Timing	Details
RTs FB shares of @100YearsStories	August on	Weekly posts of select stories
Memo to Council	Sept. 25	Remind them of campaign and to promote across all channels
Bus boards (interior and exterior)	Oct. 2 - Dec. 8	Different calls to action on same creative
Launch social media aggregator	Oct. 2	Encourage people to share stories, thoughts and photos on social media using #100years100stories
National Historic Event designation (Parks Canada)	October ??	Media event with officials from feds, PNS and HRM
Launch of interactive web/app project	October 11??	Media event at Dalhousie Art Gallery
Promote Creative Cities Summit 2017	October 20	Boat tour/retracing the explosion with summit delegates; embed media

Communications tools/tactics

Tactic	Timing	Details
Bookmarks for grades 4-9; explore opportunity for contest to have students submit essays, artwork, etc.	Oct. – Dec.	Tailor content and call to action for youth audience; coordinate through HRSB and Halifax Public Libraries
Paid FB and Instagram ads	Oct. – Dec.	Target youth demographic
Social media posts	Oct. – Dec.	Highlight municipality's and partners' activities
Employee hub posts	Nov. – Dec.	Promote sharing of stories, thoughts on Hub and through #100Years100Stories
Digital screens	Oct. – Dec.	Drive viewers to campaign website via 40 screens throughout HRM in Transit terminals, Rec Centres, Customer Service Centres, municipal buildings
Promotion for Dec. 6 commemorative event	Mid Nov. – Dec. 6	Earned media/interviews with key stakeholders, PSAs, social media, digital screens

Measurement

- Media coverage reflects key messages and supports communications goals
- Web traffic to 100years100stories website from Halifax.ca
- Traffic on municipal and provincial archives sites related to Halifax Explosion information
- Number of social media engagements through #100years100stories
- Attendance at museums, libraries and participation in events related to the 100th anniversary and commemoration
- Survey of residents to determine awareness campaign recall


Social Media

Facebook posts

 **Halifax Region** shared Halifax Explosion: 100 Years, 100 Stories's post. August 29 at 3:37pm · 🌐 ▼



Halifax Explosion: 100 Years, 100 Stories
August 29 at 2:36pm · 🌐

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The 100th anniversary of the Halifax Explosion will take place in 100 days on December 6, 2017.

To commemorate, we're sharing 100 stories over the next 100 day...
[See More](#)

 **Halifax Region** shared Halifax Explosion: 100 Years, 100 Stories's post. August 29 at 3:36pm · 🌐 ▼

 **Halifax Explosion: 100 Years, 100 Stories**
August 29 at 2:39pm · 🌐

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1. Halifax was a major military port during WWI. Hundreds of thousands of personnel headed for war from its terminals.

<https://100years100stories.ca/stories/city-life-explosion>



City life before the explosion | 100 years 100 stories

In December 1917, Halifax was in the midst of an industrial and residential boom.

Social Media

Twitter posts

hfxgov Retweeted

100years100stories @100YearsStories · Aug 29

Starting today, we will commemorate the #HalifaxExplosion by sharing 100 stories over 100 days. #100Years100Stories 100years100stories.ca



1 61 73

hfxgov Retweeted

Nova Scotia Museum @NS_Museum · Sep 12

Watch a Team of Explorers Dive the wreck of the Mont Blanc
#HalifaxExplosion #100years100stories



Halifax Explosion - Diving the Mont Blanc
View the wreck of the Mont Blanc and learn about the history of the Halifax Explosion.
youtube.com

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THANK YOU