

UNIT VISIBILITY TEAM

OCTOBER

TASKING

Working together to initialize and empower Unit Visibility Teams within each NRD.

The mission of the Naval Reserve is to generate trained individuals and teams for Canadian Forces operations, while at the same time supporting the Navy's efforts in connecting with Canadians through the maintenance of a broad national presence. To assist and mentor each NRD in accomplishing this mission we put forward this monthly plan and ask your participation. As always we encourage each unit to actively support and share their unique outreach within their own communities.

OCTOBER RECRUITING EMPHASIS – NAVAL COMMUNICATOR

NAVRES HQ will:

1. Create **NAVCOM** infographics to post on NRD Facebook pages throughout the month.
2. Create various **NAVCOM** Facebook cover-photos to post on NRD FB throughout the month.
3. Post RCN/NAVRES **NAVCOM** recruiting videos on NRD FB pages throughout the month.
4. Provide **NAVCOM** posts for your unit Instagram.

NRD Unit Visibility Team are Asked to:

1. Create one short 3 paragraph article for you NRD Social Media (with imagery) on a **NAVCOM** within your unit. Send to NAVRES PA HQ for translation. Post to your social media once translated.

OCTOBER UVT EMPHASIS – AFTER ACTION REPORTS

The greatest way we can succeed is to learn from each other. What events/exercises was your UVT involved in at your unit? What went well? What lessons did you learn? To submit an After-Action Report please fill out the simple form at <http://www.navresnav.ca/aarsubmission-form.html> It is a great tool to assist each other.

NAVRES HQ will:

1. Provide you an After-Action Report template for your easy email response.
2. Assist NRD UVTs by compiling and sharing the information in these reports.

NRD Unit Visibility Team are Asked to:

1. Evaluate how events occurred at your unit. What could have been done better? What went well? How was the UVT involved?
2. Submit this info online as directed above.

GNAVAL GNOME – TRAVELS ACROSS CANADA

Public Affairs Office for CFB Esquimalt has organized a journey for the Gnaval Gnome (a Travelocity style gnome painted in an RCN uniform) He is traveling across Canada stopping to visit various NRDs and ending up back in Esquimalt for Base Open House. Images from his trip ay be found at:

He has his own Facebook page at <https://www.facebook.com/Gnaval-Gnome-224670224279013/>

AT THE NRDs – WATCH FOR EXCITING CONTENT FROM

Let's learn from each other! Watch for social media content from these units! Evaluate everything with the attitude of **"Would that work here? How did they do it?"** Every unit is available to assist you to achieve the same success they achieved with their event. Let's talk to each other!

04 Oct – **HMCS Prevost** Colour Guard at Western University Mustang 'Heroes' Football game

09 Oct – **HMCS York Band** will perform at the opening of Pat Bayly Square in Ajax Ontario

12 Oct – **HMCS Donnacona** in Montreal will host a citizenship ceremony

14 Oct – **HMCS Queen Charlotte** will participate in and man hydration stand for annual PEI Marathon

20 Oct – **HMCS Tecumseh** will participate in Navy Days at the Military Museum including a performance by the TEC Band.

27 Oct – **HMCS Catarauqui** will host EX Rideau Guard in Kingston.

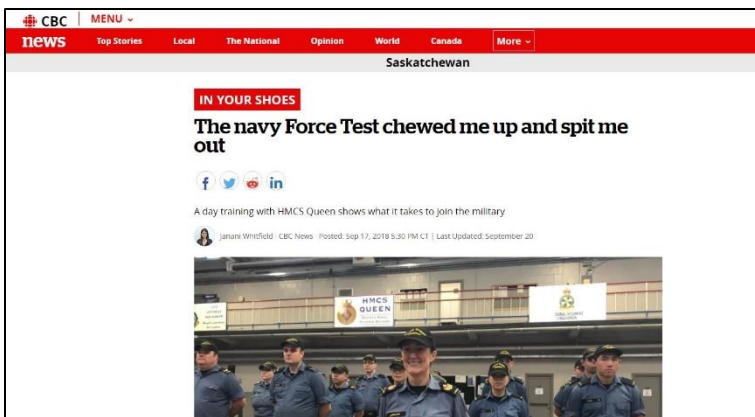
17 Nov – **HMCS YORK** Band will provide music for the 2018 Chinese Canadian Legend Gala

SEPTEMBER AT THE NRDs – BRAVO ZULUS

Great job done at many NRDs across the country in creating visibility for the RCN. Here are a few which we want to spotlight. Also, please find attached the new 'After Action Report' form. A quick way to share your experiences with your fellow UVT's. This will be a valuable tool to learn from each other and increase our own effectiveness.

HMCS QUEEN – CBC "In Your Shoes" News Article

<https://www.cbc.ca/news/canada/saskatchewan/navy-training-regina-hmcs-queen-1.4826131>



GREAT JOB!

Help everyone to learn from your event/experience

How did this happen?

How did you connect with the media?

Would this work at my NRD?

What did you learn?

Please share so we all can benefit at

<http://www.navresnav.ca/aarsubmission-form.html>

HMCS QUEEN CHARLOTTE – CBC Why Habitat is encouraging its homeowners to garden "Volunteers from HMCS Queen Charlotte were busy Tuesday in Charlottetown building more than a dozen garden boxes"

www.cbc.ca/news/canada/prince-edward-island/pei-food-garden-boxes-security-habitat-for-humanity-1.4793149



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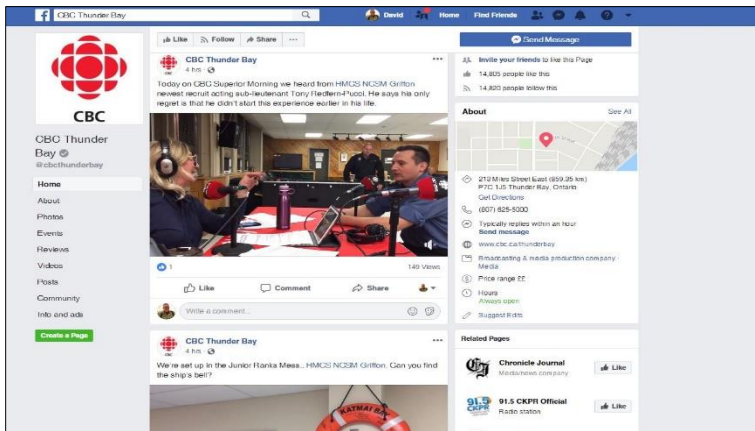
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HMCS GRIFFON – CBC Thunder Bay - Superior Mornings “We’ve popped up at HMCS Griffon here in Thunder Bay. It’s called a ‘stone frigate’ because it’s a naval training establishment, but it’s on land...”

<https://www.facebook.com/cbcthunderbay/>



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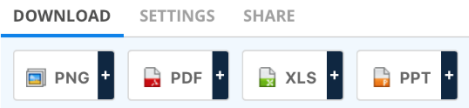
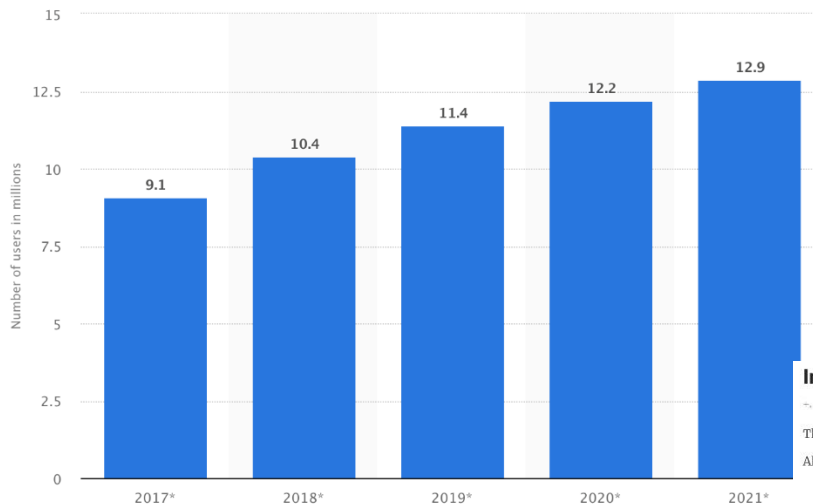
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INSTAGRAM ACCOUNTS – ANOTHER TOOL TO ASSIST IN THE MISSION

Instagram accounts have been created for all NRDs. Let’s get excited about using one of the premier social media platforms our prime demographic utilizes. If you are your units Social Media Manager and are unaware of the login credentials, please contact staff at NAVRES PAO HQ.

[Internet](#) > [Social Media & User-Generated Content](#) > Number of Instagram users in Canada 2017-2021

Number of Instagram users in Canada from 2017 to 2021 (in millions)



DESCRIPTION SOURCE MORE INFORMATION

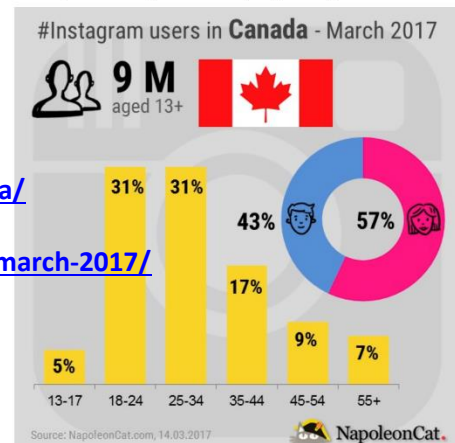
The statistic presents the number of Instagram users in Canada from 2017 to 2021. According to the most recent data, by 2021 the number of Instagram users in Canada will amount to 12.9 million, up from 9.1 million in 2017.

Instagram user demographics in Canada – March 2017

–, 17 March 2017

There are 9M Instagram users in Canada. 57% are female.

Almost 85% of all Instagrammers living in Canada are younger than 45.



Sources:

<https://www.statista.com/statistics/557495/number-instagram-users-canada/>

<https://napoleoncat.com/blog/en/instagram-user-demographics-in-canada-march-2017/>

IMAGERY LINKS – FOR WHEN YOU NEED THAT SPECIAL IMAGE

While every unit should be creating a library/database of imagery from events/exercises at their units, or involving their sailors, sometimes you just need an image you might not have. Here are a few handy links to search for that image:

CAF Imagery Resources

Canadian Forces Imagery Gallery – (searchable database) <http://www.combatcamera.forces.gc.ca/>

Royal Canadian Navy Flickr Galleries - <https://www.flickr.com/photos/92531453@N07/albums>

NAVRES Flickr Galleries - <https://www.flickr.com/photos/navresnavimage/albums>

Civilian Imagery Resources – (Read the license statement at each site to understand.)

Free imagery. No royalties. No copyrights. Free to use. - <https://unsplash.com/>

Free imagery. No royalties. No copyrights. Free to use. <https://morguefile.com/>

Emailing Large Files – As DWAN email has certain limitations and limits on larger files, there are many free sites which permit you to send larger files, images, etc. You upload your file with the email of the person you want to send it to, they receive a link to click on and download directly. (Obviously NO PROTECTED documents.)

WeTransfer has been used to send extremely large building graphics to printers and is a tool to consider.

<https://wetransfer.com/>

Manipulating pdfs - It used to be that you needed specific software to divide, convert, combine etc. your pdfs. Now there are numerous site which will allow you to do this online and download. A few to check out:

Merge, Split, Compress, Convert your pdfs (and much more). - <https://www.ilovepdf.com>

Power-point tools online – Have you ever created a PowerPoint Presentation and it is extremely large? Here's an online tool which will take your presentation, compress it without losing quality, and give it back to you.

<https://www.wecompress.com/>

Trusting these links and tools might assist you as you work to increase RCN visibility through your UVT!

IT'S – TIME

Summer is over. The Training Year has begun. It's time to fire up the Unit Visibility Team! Public Affairs Officers, UPARS, Recruiters, Social Media Managers, get around a table and start looking over community calendars! Were can your unit gain visibility in your community? Work together, get a plan, work the plan, post it all on your NRD Social Media platforms. Let's get the Navy known! Questions? Concerns? We are always here to support and encourage! As below...

NAVRES HQ – YOUR PUBLIC AFFAIRS TEAM - HERE TO SUPPORT YOU

SSO PA – **Major Josee Bilodeau** – josee.bilodeau@forces.gc.ca – 418-694-5560 ex5336

SSO Social Media / Outreach – **LCdr David Lewis** – david.lewis@forces.gc.ca – 226-700-8513

OPS and Planning – **Captain Pascal Lemieux** – pascal.lemieux3@forces.gc.ca – 418-694-5560 ex5225

PAO – **A/SLt Jill Marcoux** – jill.marcoux@forces.gc.ca – 418-694-5560 ex5670

Social Media Advisor - **Marie-Ève Caron** – Marie-Eve.Caron2@forces.gc.ca – 418-694-5560 ex5303

Social Media/Special Projects - **Andréa Parent** – Andrea.parent2@forces.gc.ca – 418-694-5560 ex5682

Graphic Artist - **Valerie Bourque** – Valerie.Bourque@forces.gc.ca – 418-694-5560 ex5682