

# UNIT VISIBILITY TEAM NOVEMBER **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.

## **NOVEMBER RECRUITING EMPHASIS – NAVAL WARFARE OFFICER**

### **NAVRES HQ will:**

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

### **NRD Unit Visibility Team are Asked to:**

1. Create one short 3-5 paragraph article for your NRD Social Media (with imagery) on an **NWO** within your unit. Send to NAVRES PA HQ for translation. Post to your social media once translated.

## **BILINGUAL ALWAYS**

Note that all postings on your NRD social media platforms (Facebook, Instagram, Twitter) **must** be in both official languages. This is in accordance with DAOD 2008-8, Official Use of Social Media which may be found at

<http://www.forces.gc.ca/en/about-policies-standards-defence-admin-orders-directives-2000/2008-8.page>

Failure to do so **must** result in the removal of your post.

We understand that each unit has various levels of bi-lingual capabilities. **To make this as attainable as possible** We want to remind you that:

1. To assist you we have created a pre-formatted bilingual caption page which is available for you to copy-and-paste. While this is certainly not all-inclusive, it might provide a caption which will allow you to get your image galley posted. As attached.
2. We are here to assist you with translations, but you need to be proactive in writing and submitting captions for translation prior to upcoming known events.
3. If you have individuals within your units who have the capacity to translate then by all means utilize that capacity. HQ might monitor those translations initially for accuracy.
4. Google translate is certainly not ideal for extended text, but for simple one or to line captions it is acceptable to test. Drop your text in, translate it, then translate it back to original. See if it still preserves the message.
5. All products do not have to be exact in both languages. If you produce a short video in one language, it is not necessary to produce the exact product in the other official language. It is acceptable to provide a Word document transcript of the video.

6. Posting links to non-DND sites, such as an article featuring your NRD in your local newspapers do not need to be translated. There is an available text block which reads 'The links above (or below) lead to a site belonging to an entity not subject to the Official Languages Act. Information on this site is available in the language of the site. Les liens ci-dessus (ou ci-dessous) vous dirigent sur un site appartenant à une entité qui n'est pas sujet à l'Acte des Langues Officiel. Les informations sur ce site sont disponibles dans la langue du site'. This is not absolutely necessary to post.

7. Any response to questions or comments posted on your social media may be responded to in the language the question was posted in.

## VETERANS WEEK - REMEMBRANCE DAY

All NRDs will be participating in events during Veterans Week and Remembrance Day. It is expected that all teams will expend every effort to capture, post and promote all activities by members of ship's company. This to include:

1. Imagery of Veterans Week speakers at various schools, scouts, events, etc.
2. Gallery of Remembrance Day events, parade, cenotaph, wreath laying.
3. After cenotaph receptions at NRDs with Veterans, VIPs, ship's company, etc.



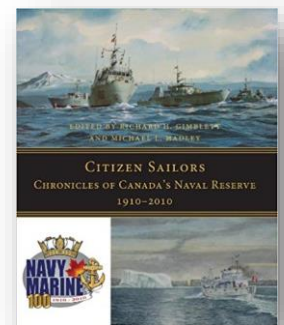
## IMAGERY CONTEST

Choose your best image from Remembrance Day and submit to LCdr Lewis at [stand4canada@yahoo.ca](mailto:stand4canada@yahoo.ca). All submissions will be judged by HQ PA team and one winner will be determined. Winner will be posted on NAVRES Facebook page with gallery of all entries.

**NOV. CONTEST:** Best image of Remembrance Day representing different generations.

**NOV. DEADLINE:** 23 November 2018

**NOV. PRIZE:** Hard Cover 'CITIZEN SAILORS – Chronicles of Canada's Naval Reserve 1910-2010', Dundurn Press.



## 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!

**4 Nov – HMCS GRFFON** - Thunder Bay, Freedom of the City Parade

**5 Nov – HMCS TECUMSEH** – Calgary Poppy Week Field of Crosses, Tecumseh buglers will be participating in the Field of Crosses ceremony each day during Poppy Week at sunrise and sunset.

**6-8 Nov – HMCS PREVOST**, London - "Remembrance Week at Western University", Prevost will promote RCN. 20+ members of ships company/students wear their uniforms to class for all of Veterans Week. Information table with recruiters will also be set up in UCC. Articles in student press, radio.

**7 Nov – HMCS QUEEN CHARLOTTE**, Charlottetown, QCH CO will be in attendance with Her Honour, Antoinette Perry, Lieutenant-Governor of PEI at The Mount Continuing Care Facility for their annual Remembrance Day Service.

**8 Nov – HMCS YORK**, Toronto - York will host a citizenship ceremony with ret'd LCdr Judge Albert Wong presiding.

**8 Nov – HMCS CABOT**, St. John's- CAB members and university students will attend the Memorial University Ceremony of Remembrance.

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

**17 Nov – HMCS BRUNSWICKER**, Saint John - BRU will enter a float in the annual Saint John Santa Claus Parade with a RHIB and approximately 25 sailors.

**19 Nov – Ottawa** - Exceptional Sailor Awards. Awards will be presented in the Senate Chamber and during CRCN Recognition Dinner for Six Exceptional Sailors. Two Junior Officers, one Senior NCM and three Junior NCMs.

**17 Nov – HMCS HUNTER** - Select members of Hunter will be participating in the Santa Claus Parade in Kingsville, Ontario.

**20 Nov – HMCS DONNACONA** - Donnacona will attend Rocket de Laval CAF Appreciation Night with other CAF units.

**25 Nov – HMCS YORK** - Sonar, 12 York sailors & small boat will partake with Sea Cadets in the 39th Weston Santa Claus Parade which is attended by more than 20,000 spectators.



## **AFTER-ACTION REPORT – EXERCISE RIDEAU GUARD**

Great appreciation to L(N) Janet Lang, Public Affairs Officer, HMCS Cataraqui for her excellent After-Action Report following Exercise RIDEAU GUARD 2018 in the greater Kingston area on Saturday, October 20, 2018. The Exercise is designed to provide the members of Ontario based Naval Reserve Divisions with a valuable opportunity to train together, to share knowledge, enhance core operational skills, and to increase readiness to respond to domestic operations when called upon. Her insights into how Unit Visibility Teams can more effectively plan for and participate in such events are a call to action for future exercises.

- 1.** Wi-Fi or cellular data required for future exercises to ensure PA team social media posts can be made expediently and without use of personal cellular data;
- 2.** Each NRD in the region must send at least 1 x member of unit visibility team (want a minimum of 6 pers incl min 2 PAOs) and associated resources (cameras, go pros, laptops with photo and video editing capability) so that PA/visibility section of exercise can effectively capture imagery and create social media posts in a coordinated and timely manner – host unit should have lead on creating social media posts which all other participating units would like and share from their social media accounts;
- 3.** PA/visibility pers to be embedded within boats teams or observer teams to ensure that imagery is captured from the field – having Wi-Fi or cellular data capacity in field (from point #1) would allow imagery to be sent to PA section and social media posts to be made asap;
- 4.** Regional visibility teams should coordinate goals and resources in advance of the exercise to ensure resources are allocated and available for the exercise and that regional visibility plan is created for exercise;
- 5.** PA team should have an early and a late shift – early shift creates tasks for day and covers events of the first part of day including first social media posts of day, late shift captures later day activities and ensures daily video footage is edited and prepares social media posts for night release.

## **WATCH YOUR BACKGROUND**

Just a reminder to watch your background when you are taking photos. Help your Command Team stage photos in the best possible way. Whether its an enrollment, promotion, award or any other event. If someone is getting promoted in front of ships company, direct the photo so that ships company is in the background. I've recently seen promotion photos where there was a beer sign in the background. Sometimes a step to the right or left will give you a much better shot. I've seen a great photo of a veteran leaning down talking to a sea cadet with an incredibly distracting set of orange traffic cones in the background. Simply taking a few steps to the right would have centered the image from a different angle without the cones. Food for thought.

## MORE HELPFUL LINKS

As in the October UVT Newsletter, we continue to pass along external websites which provide valuable tools which might assist you in creating products for your NRD. Here are a few more:

### 2018 Social Media Image Sizes Cheat Sheet

<https://makeawebsitehub.com/social-media-image-sizes-cheat-sheet/>

### Discover and Download Free Vector Art

Large free section. Good resource for infographic related.

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

### Create a video for your Facebook cover photo

There are many template-driven free sites where you can create exciting Cover Videos or animations using photos and videos from your NRD. Remember though, any text must be bilingual. Here's a few;

<https://slide.ly/facebook-video-covers/>

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

<https://www.animatron.com/wave/facebook-cover-video>

### Shorten Your Link

If you have a link to share and its too long or confusing, shorten it using Bitly. This site also allows you to track how much the link is being access, etc.

<https://bitly.com/>

### DND Business Cards

Technical specifications (T-231) set out the requirements for Federal Identity Program single-sided business cards, for departments identified by the flag symbol signature and the Canada Wordmark.

<https://bit.ly/2AoHPNS> (link was shortened by Bitly.)

### Pixabay · Stunning Free Images and Video

Over 1.5 million royalty free stock photos and videos shared by our generous community.

<https://pixabay.com/>

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

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

SSO PA – **Major Josee Bilodeau** – [josee.bilodeau@forces.gc.ca](mailto:josee.bilodeau@forces.gc.ca) – 418-694-5560 ex5336

SSO Social Media / Outreach – **LCdr David Lewis** – [david.lewis@forces.gc.ca](mailto:david.lewis@forces.gc.ca) – 226-700-8513

OPS and Planning – **Captain Pascal Lemieux** – [pascal.lemieux3@forces.gc.ca](mailto:pascal.lemieux3@forces.gc.ca) – 418-694-5560 ex5225

PAO – **A/SLt Jill Marcoux** – [jill.marcoux@forces.gc.ca](mailto:jill.marcoux@forces.gc.ca) – 418-694-5560 ex5670

Social Media Advisor - **Marie-Ève Caron** – [Marie-Eve.Caron2@forces.gc.ca](mailto:Marie-Eve.Caron2@forces.gc.ca) – 418-694-5560 ex5303

Social Media/Special Projects - **Andréa Parent** – [Andrea.parent2@forces.gc.ca](mailto:Andrea.parent2@forces.gc.ca) – 418-694-5560 ex5682

Graphic Artist - **Valerie Bourque** – [Valerie.Bourque@forces.gc.ca](mailto:Valerie.Bourque@forces.gc.ca) – 418-694-5560 ex5682