

# UNIT VISIBILITY TEAM TASKING

## DECEMBER / JANUARY

### 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.

### DEC / JAN RECRUITING EMPHASIS – COOK

#### NAVRES HQ will:

1. Create **COOK** infographics to post on NRD Facebook pages throughout the month.
2. Create **COOK** Facebook cover-photos to post on NRD FB throughout the month.
3. Post RCN/NAVRES **COOK** recruiting videos on NRD FB pages throughout the month.
4. Provide **COOK** 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 a **COOK** within your unit. Translate in unit if possible, or send to NAVRES PA HQ for translation. These are important to us and turn-around time on translation will be less than a week. (Usually within 72 hours.) Post to your social media once you have a bilingual copy.

### UPCOMING – The period of February and March will be combined to feature the trades of both Human Resources Administrator and also Financial Services Administrator.

We are testing this format as a means to provide a longer time for PAO, UPAR, UVT members to create articles on individuals in these trades. Start scouting them out now

### GREAT NOVEMBER CONTENT SPOTLIGHTING NAVAL WARFARE OFFICERS

Thank you to all those UVT members who produced a short article/bio on a Naval Warfare Officer during November. Well done to HMCS Hunter who spotlighted SLt Steven Love, and to HMCS Chippawa spotlighting Lieutenant (Navy) Cameron Schnarr.

### BILINGUAL FACEBOOK, BILINGUAL TWITTER, BILINGUAL INSTAGRAM

We want to express our appreciation for all the hard work and effort put out by UVTs at every NRD. Almost all posts on FB are now consistently bilingual, as they must be. November's newsletter offered many options for units with various levels of bi-lingual capabilities. They seem to be working.

**NOTE:** A reminder that the same Treasury Board rules apply to all social media. This includes your NRD official Twitter and Instagram.



## NOVEMBER IMAGERY CONTEST RESULTS

The challenge was to submit your best image from Remembrance Day representing different generations. Well done to all. After careful consideration by the NAVRES HQ team the awards go to

### First Place

OS Tamika Reid at HMCS Chippawa



### Second Place

MS Erin Flannery at HMCS Hunter



Both will be receiving a Hard Cover copy of 'CITIZEN SAILORS – Chronicles of Canada's Naval Reserve 1910-2010', Dundurn Press.

## DECEMBER/JANUARY NEW PHOTO CONTEST

One of the most important people in maintaining sailor's morale in the Navy, is the Cook! Be it a hearty breakfast to start your day, warm 1000 soup on a cold morning, or anything including mashed potatoes and gravy in the evening. And let's not forget the tempting trays of duff hanging out by the coffee urn.

Let's share a photo of cooks in the galley of your NRD! Cutting veggies for soup, stirring a huge caldron of chili, or any of the many tasks they undertake on your hungers behalf. Show us their smiling faces!

**DEC/JAN CONTEST:** Best image of a happy cook from your NRD.

**DEADLINE:** 15 January 2019

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

**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.

All members of Unit Visibility Team, (PAO, UPAR, Social Media Manager, Recruiters, and Photographer) are eligible and invited to enter contest.



## RECRUITING CONFERENCE / WELCOME RECRUITERS

A warm welcome to all NAVRES recruiters to the Unit Visibility Team concept. While the concept has always included recruiters as a pivotal participant, we have only recently reached out at a recruiting conference in Quebec City in Mid-November. Initial work has been done to put a PAO, UPAR, Social Media Manager team in place. These are at various stages of development depending on the NRD. We invite recruiters to be part of the team in exploring ways where the UVT might assist you in making your efforts more visible and productive.

As the artillery does for the infantry, let the UVT prep the ground for you. Let us take your efforts and through a strong social media campaign increase your reach to a much greater audience.

There will always be those who find many reasons why something won't work, the 'no' people, simply because no is easier. The UVT is a tool that if used properly will help your recruiting. It is a work in progress. You might not have a PAO but you might have a strong UPAR. If nothing else, SSO Social Media and Outreach will personally help you test the concept in your area.

**“Unit Visibility Teams are a great tool to take the hard work and effort of NAVRES recruiters and offer greater outreach to the demographic they are targeting. This is also an incredible means of increasing recruiting visibility on social media following an event” – LCdr Yanick Bisson, SSO Recruiting.**

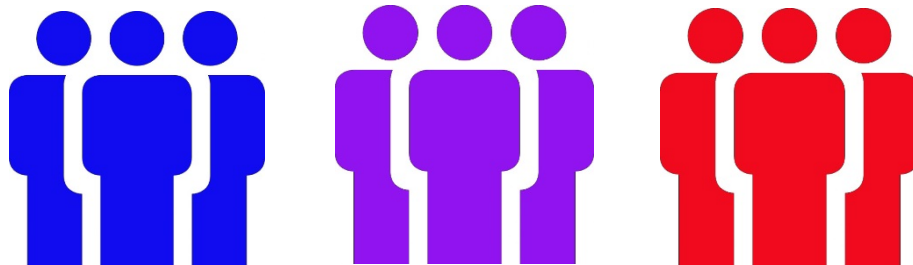
**Simple UVT Tool #127** – Are you as a recruiter targeting certain colleges in your community? Identify those schools to the UVT Social Media Manager. We can start prepping the field by 'liking' that schools social media. By 'liking' their school football team FB page. By 'liking' when they post that they won a game. [“HMCS NCSM YourNRD”](#) will show up in their likes. We can also post comments like “Congrats on the Win!” in their comments section thereby creating a level of brand recognition.

## TEAMS WITHIN TEAMS

The normal function of the UVT is when the PAO team and Recruiting Team sit together around a table and evaluate various community events for potential for outreach and intake. Another option to consider is to utilize members of ship's company to identify events within their own educational, ethnic, religious communities. Who knows better how to reach these communities than the individuals who belong to them?

PO2 Scott St. Jacques has been instrumental in creating 'Team Purple', a part of the Unit visibility Team which is made up of University of Western Ontario students who are also reservists. This team brings a knowledge which only they have, which can be applied both for visibility and for recruiting at the school.

This NRD is now looking at creating (as part of their UVT), individual teams of two or three members, reaching their Latino, First Nations, Pride, Muslim, College, communities. Who knows better the opportunities for visibility and recruiting at Cinco de Mayo festivities than your Latino members?



## VISIBILITY AND RECRUITING BEGIN WITH ACCESS

If you don't have access to an event, you will have neither visibility nor opportunity for recruiting. One of the best tools PA can utilize to assist recruiting in gaining access, is the Colour Guard. If your unit doesn't have a regular Colour Guard it is worth discussing with your CO. **A Colour Guard will open doors for you at sporting events, concerts, community events, etc.!**

**Prime example.** A UVT, in looking over community events, recognized a local race-car track as a viable target based on perceived demographic. How to gain access? PAO calls the racetrack and offers a Navy Colour Guard to present the flag during the national anthem. The racetrack readily agrees (as most venues will) and timings are set. The following day the PAO (or UPAR) calls the racetrack back and asks if they mind if we also set up a small information tent. As usual, the venue agrees as you are already providing a free Colour Guard.

Recruiting gathers together their display, MAR TECH banners, etc. On the day of, 6,000 people who like engines and cars watch the Colour Guard in Navy whites and wish they could be one. The recruiters in the information tent provide information on opportunities.

UVT takes imagery at the event and increases reach by posting to the racetracks social media, Navy social media, other race car enthusiast social media, etc.



## MORE HELPFUL LINKS

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:

### Online photo editing software.

For those who do not have access to software such as Photoshop, here are a few online image editing sites which might be beneficial. (Works on DWAN)

<https://pixlr.com/editor/>

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