

How can we work together to create maximum visibility within our communities, while at the same time attracting quality people to join our ranks in supporting the Royal Canadian Navy as Reserve sailors.

What upcoming community events offer an opportunity of visibility for the Naval Reserve?

How can PAO support recruiting initiatives to help increase their visibility?

What events are Public Affairs involved in which might hold potential for recruiting?

Who is the estimated demographic for that event, and can PA get us in?

How can Social Media be proactive in supporting?

What products need to be created to maximize our efforts?

Community Calendars
Venue Calendars
School Events
Seasonal Calendars

Public Affairs Officer (PAO)

Senior Recruiter

Unit Public Affairs Representative (UPAR)

Junior Recruiter

Social Media Manager (SSM)

Ship's Image Tech



Unit Visibility Team

Also could include member of Command Team.