

## **Social Media Engagement to Build Community Collaboration in the Village of Erin**

PRESS RELEASE – Guelph, ON February 23, 2021 – Innovation Guelph is pleased to announce another Community Collaboration project through the Digital Main Street Project.

Innovation Guelph announces a partnership with the Village of Erin who has successfully obtained funding from the Digital Main Street Future Proof Program in southwestern Ontario. The Village of Erin is creating an Instagram account to increase the visibility and raise the profile of Erin's BIA and member businesses while promoting opportunities to support the recovery of local business. The project will focus on unifying Instagram and Facebook with a solid strategy for updating and enhancing content.

The Village of Erin's project will also include an evaluation of the Village's YouTube channel resulting in a plan for its future.

**Community Collaboration Projects** connect regional innovation centres and community organizations in a series of engaging conversations on common issues facing small businesses to build workable solutions. The Digital Main Street Community Collaboration Project is made possible through financial support of the federal Economic Development Agency for Southern Ontario (FedDev Ontario) and the Government of Ontario.

Quote:

"Visibility is an essential component of building business presence," said Anne Toner Fung, Chief Executive Officer, Innovation Guelph. "Social media is a key marketing strategy to building brand awareness and presence. This project will help build social engagement through a cohesive strategy."

Quote:

"Our local community can play an important role in helping businesses to recover from the pandemic related shutdowns" said Chris Bailey, Chair, Village of Erin BIA. "Through social media we are going to reach out and show them how they can engage with these businesses to support them."

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About



**Digital Main Street** is a program that helps main street businesses achieve digital transformation. The program is built around an online learning platform, structured training programs, and our Digital Service Squad, a team of street-level team members who help main street businesses grow and manage their operations through technology. Digital Main Street was created by the Toronto Association of Business Improvement Areas (TABIA) with direct support from the City of Toronto. DMS is also supported by a group of strategic business partners, including Google, Mastercard, Shopify, Microsoft, Facebook, Intuit QuickBooks, Square and Yellow Pages.

A \$42.5-million investment from FedDev Ontario and an additional \$7.45 million from the Government of Ontario brought together the Toronto Association of Business Improvement Areas, Communitech, Invest Ottawa, and the Ontario Business Improvement Area Association to expand the Digital Main Street Platform in order to support more businesses to go digital as a response to the impacts of COVID-19.

**Innovation Guelph** is building prosperity for community well-being by providing mentorship and business support programs and services to help innovative enterprises start, grow and thrive. Innovation Guelph's business acceleration programs are designed for high-potential start-ups, small- to medium-sized enterprises and women-led businesses across southern Ontario. Innovation Guelph also serves as a one-stop point of access to business support programs and services across the province. [www.innovationguelph.ca](http://www.innovationguelph.ca)