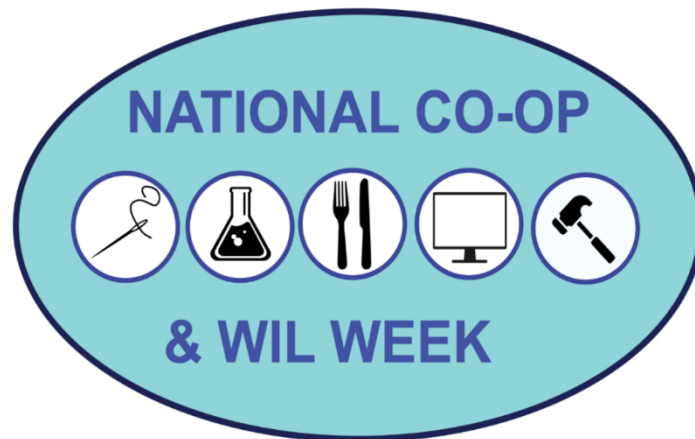


CO-OPERATIVE EDUCATION AND WORK-INTEGRATED LEARNING



CO-OP AND WIL WEEK 2018

CEWIL CANADA Co-op and WIL Week Social Media Contest 2018

Participant's Guide

For Institutional Contest Champions

#coopweek

(Student Hashtag - Instagram, Facebook,
Twitter, LinkedIn)

#hirecoop

(Employer Hashtag - Instagram,
Facebook,
Twitter, LinkedIn)

#WILWeek

@CEWILCanada
<https://www.linkedin.com/groups/4257621/profile>

About the Contest

CEWIL Canada's **National Co-op and WIL Week Social Media Contest** is a way of uniting member institutions across the country in a celebration of our students, our employers and *us!* By inviting students and employers to complete a simple, daily activities on Facebook, Instagram, Twitter and/or LinkedIn, we generate online discussion that publicly highlights the many benefits of our work.

Our goal:

To encourage celebration of Co-operative Education and Work-Integrated Learning among student and employer fans of Co-op and WIL, while fostering awareness of Co-op, WIL and CEWIL Canada among new audiences.

Key Milestone Planning for 2018

Date	Milestone
Tuesday, February 20	Institutional directors receive invitation to participate in contest Directors asked to name two staff as contest champions.
Wednesday, March 7th	Institutions asked to forward promo email to employers
Wednesday, March 7th	Institutions asked to forward 1st promo email to students
Monday, March 12th	Institutions asked to forward 2nd promo email to students
Monday, March 12th	cewilcanada.ca/coopweek.html live in English and French.
Wednesday, March 22nd	Institutions asked to send mid-week highlights recap email to their co-op students. (via institutional contest champions, selected by Directors).

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The Prize Selection

All social media monitoring and prize selection is performed centrally at Fanshawe College. Winners are posted on the [website](#) by 4:00p.m. EST each day, beginning four weeks before Co-op Week. If you don't see the winners posted by that time, please be patient - the workload is great during the Contest.

How We Select Contest Winners

We will monitor the use of #coopweek and #WILWeek across our four preferred social media channels. In the afternoon of each day, we will compile a spreadsheet of all those who used #coopweek and #WILWeek. We will use a random number generator to determine which student wins the prize for that day or week.

We then post the winners' names by 4:00pm EST. It is then up to the contest champions at each institution to verify that the selected winner for their school is in fact a co-op student, then contact the student to arrange to award them their prize.

CEWIL Canada Prize winners choose a \$50 gift card to one of the following:



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Winner Posting Schedule

Day 1 Winners:	Day 2 Winners:	Day 3 Winners:	Day 4 Winners:	Day 5 Winners:	Grand Prize Winners:
Monday, March 19 by 4:00pm EST	Tuesday, March 20 by 4:00pm EST	Wednesday, March 21 by 4:00pm EST	Thursday, March 22 by 14:00pm EST	Friday, March 23 by 4:00pm EST	Monday, March 24 by 4:00pm EST

Team #coopweek

Social Media Team will monitor #coopweek, #WILWeek and #hirecoop.

Contest Volunteers

Role	Volunteer	University	Contact
Contest Manager	Kirk Patterson	Waterloo University	pkpatterson@uwaterloo.ca
Social Media Manager	Kelsey Currie	Fanshawe College	k_currie2@fanshawec.ca

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What Should You Be Doing?

Here's the bare minimum: (When time is scarce)

Have Your Prizes Ready

It is highly recommended that you offer your own daily and grand prizes to your students, those who followed this principle saw greater participation from students at their school. Otherwise, your students will only be eligible for [CEWIL Canada prizes](#).

Ideas for daily prizes:

- \$25 Starbucks gift card (or other location; however, coffee is a popular one!)
- Branded SWAG bundle with several items, ie. water bottle, mug, business card holder, pen, etc.
- \$25 on campus dining card (students love free food!)

Promotional Emails

Institutional contest champions (chosen by your school or program's Co-op or WIL Director) will receive three emails that must be forwarded to all co-op students (at all stages of Co-op and WIL) at your institution:

- **Initial promo email - to be forwarded on March 7th.**
- **Second promo email - to be forwarded on March 12th.**
- **Mid Co-op and WIL Week contest recap / promo email - to be forwarded on March 22nd.**

Contest champions must also send **one employer promo email** to selected employers (whichever group of employers you feel is appropriate - you can send to all your employer, you can send to just a few of your top employers... the decision is yours!) This email will come to you the week of March 7th and should be send out on March 8th.

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If your school simply forwards these promotional emails to its students, it will see satisfactory participation in the Contest. See further below for ideas on further engaging students.

Contact Your Institution's Winners

Your institution's contest lead is responsible for contacting your school's daily and grand prize winners to inform them that they have won. They will also arrange to meet with the student and award them their prize.

(Note, if your school is not providing its own daily or grand prizes, the contest lead need only check to see if one of your school's students has won a CEWIL Canada grand prize.)

Reminder- Winner Posting Schedule

Day 1 Winners:	Day 2 Winners:	Day 3 Winners:	Day 4 Winners:	Day 5 Winners:	Grand Prize Winners:
Monday, March 19 by 4:00pm EST	Tuesday, March 20 by 4:00pm EST	Wednesday, March 21 by 4:00pm EST	Thursday, March 22 by 14:00pm EST	Friday, March 23 by 4:00pm EST	Monday, March 24 by 4:00pm EST

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What Should You Be Doing?

Optional Best Practices for Success at Your Institution:

Social Media: Teasers & Engagement

We encourage you to begin promoting the Co-op and WIL Week Social Media Contest as early as Monday, February 26th. Here are some tactics that you can use with varying time and effort requirements:

Spread the word on your own social media channels, and on your school's main channels

Chances are, if your Co-op program doesn't have social media accounts, your university/college / Institute does. Either on your own Co-op channel, or by asking your institution to use theirs, do the following:

- **Follow** [@CEWILCanada](#) on Twitter
- **Like** [facebook.com/coopweek](#)
- **Join** [the LinkedIn group](#) as an individual
- **Encourage all Co-op staff at your Institution** to do all the above!
- **Retweet** key messages from @CEWILCanada or select #coopweek or #WILWeek tweets from students, or #hirecoop tweets from employers
- **Share** key messages from the Contest Facebook page
- **Like** or share key messages from the LinkedIn group

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Our top 6 social media best practices for #coopweek:

6

Wherever possible, @ name or mention your institution's general social media accounts (ie. @SFU). This will put Co-op/WIL and Co-op and WIL Week on their radar. With any luck, they'll then begin celebrating Co-op/WIL on their channels, increasing the viral aspect of the Contest.

5

If you're sending out a tweet to the tune of "It's National #coopweek and #WILWeek - Celebrate with Us" (or other key messages), consider @ naming some of your employers. They are an important tertiary audience during Co-op and WIL Week. Use your judgement in pursuing this.

4

If you have a personal connection to any members of the media, consider sharing a co-op student success story including the #coopweek or #WILWEEK hashtag.

3

Social media is most powerful when it feels like there's a human voice behind it. So be human - share fun photos of your staff using the #coopweek or #WILWeek hashtag (Facebook, Twitter & Instagram), or on our Facebook timeline.

2

Got a great video promoting Co-op to potential co-op students? #coopweek or #WILWEEK is a great excuse to show it off on your social media. Be sure to @ name your institution.

1

You're bound to have some amazing co-op student success stories published online.

Share them with your fellow practitioners, schools and the community during #coopweek and #WILWEEK! Use the hashtag, or mention @CEWILCanada.

March 19 - 23, 2017

Co-operative Education and Work-Integrated Learning Canada ~~celebrates~~ ~~celebrates~~ National Co-op and WIL Week (or #coopweek, #WILWeek) with a social media challenge! Co-op students from across the country are encouraged to participate in this challenge-a-day contest on Facebook, Twitter, LinkedIn and Instagram. Grand prize winners get to choose a \$50 gift card to any of the following: Amazon, Kelsey's, Winners, Canadian Tire, Walmart, Best Buy.

Full details: cewilcanada.ca/coopweek.html

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Sample Tweets and Facebook Posts

We've provided some sample engagement posts to get you rolling! Simply fill in the spots where your school/program name should be!

Twitter

"Hey @YourSchoolName students, fill in the blank: my favourite co-op memory is __. #coopweek #WILWeek"

"What would you do w/ a @ BestBuy GC if you won the #coopweek and #WILWeek grand prize? There are other prizes too! Enter at [facebook.com/coopweek](https://www.facebook.com/coopweek) " (We encourage you to use the '@' with the company name like the example; do so for your daily and own grand prizes too!)

"Happy National #coopweek and #WILWeek! Our team @YourSchoolName is joining in the spirit" (link to photo of your team holding up cards with the #coopweek and #WILWeek hashtag OR wearing your school colours, etc.)

"Don't forget to check out the daily #coopweek #WILWeek contest challenge on Facebook and enter to win fabulous prizes! [facebook.com/coopweek](https://www.facebook.com/coopweek) #goodluck"

Mid-Week Tweet:

"If you've just joining us, there are still 2 days to enter for your chance to win daily prizes + a grand prize! Enter here: [facebook.com/coopweek](https://www.facebook.com/coopweek) #coopweek #WILWeek" (Modify this tweet depending on the number of prizes your institution is giving away.

Facebook

"In honour of National Co-op AND WIL Week, we' like to share a video of our (insert subject here) students on their (insert co-op name here). Don' forget to enter the Coop ND WIL Week social media contest at [facebook.com/coopweek](https://www.facebook.com/coopweek) and get more information on contest rules and regulations here: [cewilcanada.ca/coopweek.html](https://www.cewilcanada.ca/coopweek.html) Best of luck to all entrants! VIDEO LINK"

Photo of student on international co-op term OR in a cool/unique environment In honour of National Co-op and WIL Week, we want to know: where has your co-op term taken you? Join in the celebration and participate in our Social Media Contest via [facebook.com/coopweek](https://www.facebook.com/coopweek).

"Keeping with the theme of National Co-op and WIL Week, here' a cool infographic on what happens to your job application once it lands on the desk of a recruiter: <http://ow.ly/iL1VO> And don' forget to enter the contest for your chance to win great prizes! [facebook.com/coopweek](https://www.facebook.com/coopweek)

"Fill in the blank: I joined the co-op program at *INSERT NAME OF YOUR INSTITUTION* so that I can__.

Get your daily contest submission in now for National Co-op Week- [facebook.com/coopweek](https://www.facebook.com/coopweek)

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