



#MySaintJohn

Love Your City: A Civic Pride Campaign

2018/2019



Campaign background

- A deliverable of the *Population Growth Framework: Love Your City* social media campaign
- The Focus: Serves to inspire our greatest ambassadors for growth – our citizens
- We need to grow and in order to do this, our best feet have to be forward
- We want to give those who have something positive to say about life in Saint John a platform to do so
- The Goals:
 - Inspire citizens to share what they love about Saint John
 - Allow for positive online dialogue
 - Increase social media engagement
 - Educate and remind citizens of Saint John's greatest assets



Phase I – show and share

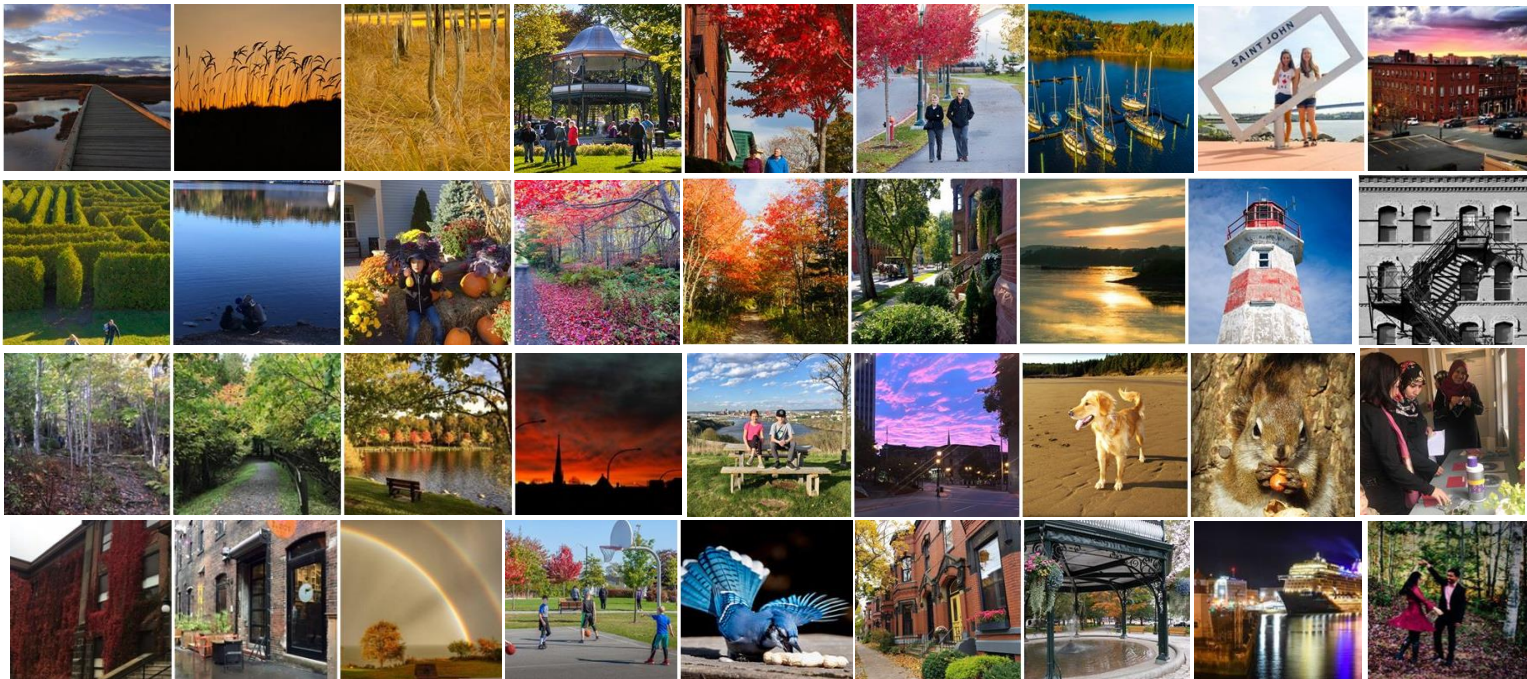
- Focus: PLACES
- Explored the places people love and what attracts people to Saint John
- Social media campaign, included photo contest with donated prizes
 - Ran from the beginning of October to the end of November
 - Target audience: Saint John residents; Facebook & Twitter users
 - Was a success!



Results - what we saw












Visit our online album on Facebook [@CityofSaintJohnNB](#)

Think about how *you* feel after seeing the photos!



SAINT JOHN

Results - what we heard

-  **Sandra Marie Phillips** thank you for a reminder of what a beautiful city we live in...I think we sometimes forget just how gorgeous our city can be
-  **Karen Macneill** My home city
-  **Peggy LeBlanc** Each & every picture is breathtaking.
-  **Zilma Ruas Cutrim**
😍😍😍
-  **Tammy Cormier-Raynes** Love these pictures. Thanks everyone. I luv living in Saint John.
-  **Akram Akram** So nice pictures 😍
-  **Jean Bell** Oh i am so homesick when I see these pictures ...
Like · Reply · Message · 17w
-  **Hazel Gaudet** So is my daughter in BC- i tell her COME HOME
-  **Jim Beckett** What a great idea.
-  **Judy Wallis** I truely miss Home, North Ender
-  **Assunção Flx Augusto** My mane is Assunção
I am from Angola 🇳🇬 in Africa continent, I am 29 years old
I am mechanic and I work in Angolan National company of electricity producers. I real want to move to Canada 🇨🇦 concretely to Saint John, live and take one opportunity to work .



Congratulations
Janet Cyr

The winner of our weekly prize draw.

Thank you, Janet, for sharing for your
#mysaintjohn moment.

#mysaintjohn

LOVE YOUR CITY.

**Lots of love
shared and 5
happy winners!**

- ✓ Reached close to 10,000 people/post
- ✓ Average level of engagement was 50 people/post; many unusual suspects
- ✓ All positive comments and submissions
- ✓ Close to 200 photos submitted
- ✓ Mix of parks, rural areas and uptown

161 Photos · Updated about a month ago

We thank the community for their photo submissions of their favourite Saint John places. These are our happy places. The places where we come together – or go to get away from it all. Parks. Neighbourhoods. Trails. Beaches. Streetscapes. Historic buildings. Landmarks. These are the places where we take selfies or just post photos of the view. They are the places that set us apart from anywhere else in the world; the places that make us proud to call #mysaintjohn home. Enjoy the album and stay connected for our next photo contest.



SAINT JOHN

Phase II – show and tell

- Focus: PEOPLE
- Explore what keeps people in Saint John; their city love story
- Social media campaign, supported by radio with a contest
 - Will run from mid-February to the spring of 2019
 - Target audience: Saint John residents; Facebook & Twitter users, radio listeners
 - Co-sponsored with 97.3 The Wave and Country 94



Public engagement

- Videos of citizens and staff telling their Saint John **love** stories
 - First up, Emilie....next, John and Carol



- Radio promotion
 - City ad to kick-start the campaign 
 - Call-ins run for 2 weeks, weekdays, with montage every Friday
 - Contest is sponsored by the City of Saint John & Acadia Broadcasting Limited, and supported by the City Market & local artist Kevin Goggan
- Dedicated webpage for the campaign: saintjohn.ca/mysaintjohn



Join the conversation

- Be our greatest ambassadors and tell *your* Saint John love stories.
- Share our efforts through your own social media channels.
 - Watch, like, love, comment on and tag an out-of-town friend

Thank you for...

