

Strategic communications plan

Women in Mining Toronto



Presented by



Table of contents

Executive summary	1
Situational analysis	2
Strategy	4
Objectives	4
Audience	5
Key messages	6
Positioning strategy	7
Positioning statement	7
Social media audit	8
WIM Toronto's SWOT	8
WIM Canada's SWOT	10
Similar associations' best practices	11
Timeline	12
How to empower women?	13
Through public relations	13
1. Membership enhancement	13
2. Partnerships	14
3. Career advancement grant	16
Through marketing	17
1. Rebranding	17
2. Testimonial video	19
Through social media	22
1. Grant promotional campaigns	22
2. Social media contests	24
3. Blog series	26
Content calendar	28
References	31

Executive summary

Women in Mining Toronto chapter (WIM Toronto) has enlisted JAAR PR to create a strategic communications plan. The overall plan suggests innovative solutions to stand out as an association in the mining industry. Ontario is considered one of Canada's main mining provinces, with Toronto as the main mining investment capital. Jobs in the mining industry include geologists, engineers, analysts, consultants, and human resource specialists to only name a few.

In-depth research was done to fully understand WIM Toronto's needs and capabilities. All solutions proposed are for a time period of one year, beginning on March 1, 2024 and continuing into March 2025.

The plan suggests WIM Toronto focus on empowerment and mentorship, specifically empowering women to take the next step in their careers and education. This can be achieved by focusing on two audiences: emerging mining professionals and senior women leaders.

Educating and providing an understanding of the mining industry is the first step, the second is to connect professionals and explain why being part of an association provides an acceleration in careers. According to a study by McKinsey & Company, sponsorship and mentorship of women is vital to retaining women in the mining industry.

The plan describes several tactics in order to achieve an understanding of the mining industry and to ensure WIM Toronto stands out as the chosen association in the industry. This includes: membership enhancement, partnerships with post-secondary institutions and recruitment agencies and a career or project advancement grant.

Further, these tactics should be executed using marketing and social media promotion. Rebranding of WIM Toronto is proposed to set the association apart, in addition to the creation of a testimonial video to promote the benefits of joining. In order to engage with audiences various social media tactics are presented, such as a grant promotion campaign, social media contests and a blog series.

Situational analysis

Industry overview

- Toronto is the world's mining investment capital. Almost 75 per cent of mining companies globally are headquartered in Canada and nearly 60 per cent are listed on the Toronto Stock Exchange (TSX).
- The GTA hosts numerous mining summits and conferences, such as the Energy and Mining Toronto Summit and PDAC.
- Ontario is one of Canada's main mining provinces; it produces 24 per cent of the country's copper, 30 per cent of its cobalt and 36 per cent of its nickel.
- According to Osler, 21.5 per cent of board seats among TSX-listed mining companies are held by women, one of the lowest proportions of women directors out of all industries.

Gender landscape in the industry

- Eldorado Gold Corporation (TSX:ELD), G Mining Ventures Corp (TSXV:GMIN) and Franco-Nevada Corporation (TSX:FNV) have targets to increase the representation of diversity in executive officer positions in 2023.
- The Ontario government remains committed to enhancing the representation of women in leadership roles within both the private and public sectors.
- The mining sector faces challenges in the recruitment, retention, and promotion of women, possibly caused by systemic barriers and biases.
- Studies show how companies prioritizing diversity are more likely to deliver above-average profitability, productivity, innovation and leadership.
- Between 2010 and 2020, women in the mining industry earned an average of \$3.1 per hour less than their male counterparts, reflecting a nine per cent hourly wage disparity.
- Women in the mining industry face discrimination, harassment, lack of support, work-life balance issues, limited access to education and training opportunities.
- Automation and digitalization can create new job opportunities for women and reduce physical demands.

Education

- In Ontario, only an average of 5.3 per cent of women choose to study programs in the trades, services, natural resources and conservation field, compared to 14.4 per cent of men.
- Oshawa, Burlington, Pickering and Toronto are the top cities where women choose to study in the trades, services, natural resources and conservation fields.
- In 2021, approximately 220,000 students were enrolled in master's degrees in Canada.
- The University of Toronto enrolled 5,004 undergrad students in the Applied Science and Engineering division.
- Science and engineering are the top two faculties at McMaster University, having 15,846 undergrad students enrolled. In contrast, only 89 graduate students are enrolled in McMaster's Geography and Earth Science faculty.



Strategy

To create an understanding of the vast careers related to mining (i.e. engineers, tech specialists, business and human resource professionals, etc.) among women and to enhance the purpose of the association.

**Image for position only*


Objectives

1

Develop enticing campaigns to gain 150 new members and retain a broader range of members, based on age, gender and specific field by March 2025.

2

Deepen members' and the public's knowledge and understanding of the association's purpose, while increasing social media engagement by 15 per cent, by June 2024.



**Image for position only*

Audience

Emerging mining professionals

Women aged 20 to 30 years old, who study or have less than five years of experience in mining-related positions or are interested in joining the mining industry. They live in the GTA.

Motivated to career growth and networking, this audience seeks opportunities to stay abreast of industry trends. Their focus includes a desire for mentorship, access to internships, and guidance for a successful transition into the workforce. Valuing diversity, inclusion and belonging, they express interest in contributing to a more inclusive mining industry.

Senior women leaders

Typically aged 40 and above, located in the GTA, these women possess advanced degrees and extensive leadership experience within the mining sector. As seasoned executives, directors or leaders in various capacities, they are keen on giving back to the industry by supporting and inspiring the next generation of women.

This audience has a willingness to share experiences and provide mentorship to younger professionals aligned with a commitment to advocating for diversity, equity and inclusion at leadership levels. Seeking networking opportunities with other senior leaders, they aim to share best practices and contribute to industry-wide initiatives.

Key messages

- 1 Mining is beneficial to the economy and Canada is leading the mining industry.
- 2 Members of associations have an opportunity to connect and build relationships with other industry professionals.
- 3 Inspiring, empowering and mentoring women is key to creating a community of leaders.

According to The Mining Association of Canada:

The mineral sector contributed \$109 billion (five per cent) directly and indirectly in 2019 to Canada's total GDP.

According to a study by McKinsey & Company:

Diverse teams are more productive and safer, with a 67 per cent lower total recordable injury frequency

Positioning strategy

Build awareness of the association – WIM Toronto has a purpose to connect mining professionals and share ideas. There is a potential to grow membership within the association and diversify members. Strengthening the brand's image and creating clear messaging about the purpose will allow for the association to build more awareness.

Although the association has been around for several years, mining professionals may choose to join other chapters or competitor associations. Standing out amongst associations can include: internal mentorship, annual grant opportunities and networking possibilities at events.

WIM Toronto is fairly priced compared to other member-based associations. New annual prices are suggested of \$10 for students, \$30 for professional individuals and a \$150 corporate rate for companies with less than 10 employees.

The exclusive membership provides discounted access (15 to 25 per cent off event price) to networking brunch and lunch events. Young members also have an opportunity to connect with senior leaders and be mentored throughout their careers. While senior leaders have a chance to share their wisdom and lift up future leaders.

Awareness about the industry and specifically to join the association can additionally be built through blog posts. Reaching followers, members and future members is recommended bi-monthly to keep readers engaged.

Positioning statement

Women in Mining Toronto is an inclusive environment for mining professionals, looking to grow and learn. Mentorship, connection and inspiration are at the core of the association.

"Empowering the next generation of women mining professionals."¹

¹ Proposed tagline

Social media audit

WIM Toronto's SWOT

Strengths

- WIM Toronto is present on Instagram, LinkedIn and Facebook
- The brunches and lunches are a direct channel for communication and foster connections among participants, achieving the association's philosophy
- WIM Toronto events are reputable, creating high expectancy from clients
- The events are successful and work as a call-to-action to gain new members
- Works with Ernst & Young, its reputable annual sponsor
- Has a thorough and congruent organizational philosophy
- Has 104% more followers than similar associations in Canada

Weaknesses

- Social media posts are scarce and lack evergreen and relevant content
- Resources used across all platforms are repetitive
- Has low following and engagement on all social media platforms
- The website is difficult to navigate and unclear on the story and purpose of the association
- Posts on social media lack identity and are text-heavy and not visually engaging
- The meetings and events menu in the website is empty, making the association unappealing
- Lack of market analysis, hindering a comprehensive understanding of its member demographics, including industry distribution, age groups and other crucial factors
- Lacks a list of benefits included in the membership, potentially missing opportunities to showcase the value it offers to its members
- The membership price is not listed, and it is too low. While low prices can be attractive, there is a negative connotation to them as a perception of lack of value can emerge

Opportunities

- Stronger and cohesive branding
- Post visually appealing content
- Include infographics, videos, and images, to convey messages and showcase the association's activities
- Encourage active participation by posing questions, conducting polls and seeking input from members
- Incorporate a mix of evergreen and relevant content
- Educate people on the mining industry through social media posts
- Promote members to generate content of WIM Toronto's events to have a stronger presence
- Create a blog to enhance purpose and use it as an educational source
- Target social media campaigns to students in the GTA, specially in the cities of Oshawa, Burlington and Pickering
- Collaborate with the mining conferences happening in Toronto
- Collaborate with key companies and industry leaders to amplify reach
- Ontario government's commitment to enhance women's representation in leadership roles offers opportunities for collaboration and advocacy
- Create partnerships with universities and colleges to post on their social media in order to reach more students

Threats

- Difficulties to reach the target audience
- Reduced visibility
- Negative reception by target audience
- Low engagement with posts due to content not resonating or platforms not aligning with the audience's preferences
- Possible misinterpretations of the messages shared through social media
- Possible technical issues with social media platforms, like glitches or crashes
- Online presence of competitors
- Failure to track metrics of the content performance
- Persisting misconceptions about the mining industry

WIM Canada's SWOT

Because of their targets' demographic and psychographic similarities, WIM Canada was chosen to compare its performance to WIM Toronto and identify opportunities for improvement.

Strengths

- LinkedIn and Facebook profiles have more followers and are more active than the average WIM associations in Canada
- It has a YouTube channel with relevant videos for its audience
- Branding is cohesive throughout its social media platforms
- Use of professional-looking designs
- Highlights the associations and companies it works with, creating a sense of trustworthiness
- Website has a clean design and is easy to navigate through

Opportunities

- Take advantage of the amount of followers it possesses on Facebook by creating more appealing content to engage more with its followers
- Create an Instagram profile to reach to more people
- Have a more consistent and active calendar on all the social media accounts
- Diversify the type of content and design posted on social media to decrease repetition

Weaknesses

- It has two accounts on LinkedIn, creating confusion on target audience
- WIM Canada does not have an Instagram profile, failing to communicate to a broader audience
- YouTube channel activity is inconsistent
- Low followers on YouTube
- Low engagement on all social media platforms
- Does not use social media to highlight its event participation
- Communication is not engaging with its final audience
- Content can be repetitive at times

Threats

- Other WIM associations and similar branding can make it difficult to identify the association
- Competitive disadvantage as the WIM associations in Canada share similar information and communication channels
- Inability to reach target audience
- Difficulty to create engaging content
- Possible audience's confusion from having two accounts on LinkedIn
- Competitors on Instagram can reach a broader audience

Similar associations' best practices

The SWOT and a further market analysis revealed two main conclusions: WIM associations in Canada have similar ways of communicating on social media, and some Latin American and Australian WIM associations have better performance than Canadian associations.

The following list provides a comprehensive guide on similar associations' best practices with the goal of identifying activities with the potential of being incorporated by WIM Toronto:

- Promotes its events, collaborations, announcements - WIM Ecuador
- Visually appealing way to showcase its board of directors - WIM Sudbury
- Access to Linktree with useful resources - WIM Sudbury
- Creates relatable and relevant content for women in the industry - WIM Brazil
- Highlights stories of actual women working in the industry - WIM Brazil
- Positions women in the industry as the protagonists of their posts, highlighting experiences and insights - WIM Argentina
- Shared content aims to appeal to the audience by not only promoting the events, but highlighting the lived experiences inside the events - WIMWA
- Posts use photos with faces, which, perform better on Instagram - WIMWA
- Strong and cohesive branding throughout all its social media platforms - WIM Chile
- Majority share good quality pictures and provide design elements into posts, creating a more professional and trustworthy brand image

Timeline

The following is a high-level timeline of proposed solutions for WIM Toronto. Solutions are explained on pages 13 to 27 in the report to encompass a 12-month period beginning March 2024.

TACTIC	2024				2024				2024/2025			
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Membership enhancement												
Partnerships												
Grant												
Rebranding												
Testimonial video												
Social media contests												
Blog series												

How to empower women?

Through public relations

1. Membership enhancement

WIM Toronto membership is currently on the lower end, compared with competitors and other industry associations. The current membership is accessible but has the potential to increase. A membership increase would also include an adjustment to membership benefits. Enhanced benefits would make the association more desirable and reputable.

New proposed membership rates:

Student: \$10

Individual: \$30

Corporate (<10 employees): \$150

Proposed membership benefits:

- Opportunity to attend industry events at a reduced rate
- Networking and connection with field professionals
- Option to apply for grants to pursue further education
- Mentorship opportunities for career advancement

Membership price for other industry associations:

Women in Mining Winnipeg: \$10 student, \$25 individual, corporate \$75-900

Ontario Petroleum Institute: \$45 student non-voting member and active members \$220

Canadian Institute of Mining, Metallurgy and Petroleum: \$20 student, \$197 individual

Next steps:

Communicate membership price adjustment with current members, April 2024

Announce new rates on website, April 2024

Begin new rate, May 2024

How to empower women?

Through public relations

2. Partnerships

Creating connections with other organizations provides new opportunities for advancement. The objective is to partner with universities in and around Toronto offering postgraduate mining programs and to partner with recruitment agencies specializing in providing mining job opportunities. Partnerships would allow for WIM Toronto to be promoted at schools and recruitment agencies.

By partnering with schools and particularly masters programs, WIM would be able to target students looking to advance in their career and establish a strong network. Recruitment agencies not only provide job opportunities but also connect people with associations within various industries. Two agencies, Hays and Staffinity specialize in mining placements.

1. University of Toronto

Focus: Lassonde Institute of Mining, offering graduate programming in the mining field.

Website: <https://lassondeinstitute.utoronto.ca/>

Contact: Rachel Wallace, associate director, strategy & development,
r.wallace@utoronto.ca

2. York University

Focus: Global Metals and Minerals Management, prepares graduates for jobs in global mining companies.

Website: <https://schulich.yorku.ca/specializations/global-mining-management/>

Contact: (416) 736-2100 x33700, gmm@schulich.yorku.ca

3. McMaster University

Focus: Master of Applied Science – Chemical Engineering, for students interested in fieldwork, academia or a wide range of industries related to mining

Website: <https://www.eng.mcmaster.ca/chemeng/programs/degree-options/masc-chemical-engineering/>

Contact: (905) 525-9140 x 24957, chemeng@mcmaster.ca

4. Durham College

Focus: Environmental Management Certificate, for working professionals to enhance sustainability and environmental skills, while working in public relations, civic planning, engineering or project management careers.

Website: <https://durhamcollege.ca/academic-faculties/professional-and-part-time-learning/programs-and-courses/programs/program?dept=DIPL&prog=ENMT>

Contact: (905) 721-3052, dccares@durhamcollege.ca

5. HAYS

Focus: Recruitment agency, prides itself on people achieving their career goals

Website: <https://www.hays.ca/recruitment/resources-mining>

Contact: <https://www.linkedin.com/in/iraadamenko/>

6. Staffinity

Focus: Recruitment agency, focuses on bilingual recruitment

Website: <https://staffinity.ca/mining-recruitment>

Contact: Toronto office, 1-866-708-8718 x 1. Sudbury office, 1-866-708-8718 x 4
<https://www.linkedin.com/in/peterlearn/>

Next steps:

- Reach out to schools and recruitment centres, March 2024
- Provide newsletter advertisement, April 2024
- Share grant info, September 2024
- Ensure advertisement is available on partners' website for new school and work year, September 2024

How to empower women?

Through public relations

3. Career advancement grant

Grants encourage individuals to associate themselves and become involved with particular associations. A \$1500 grant from WIM Toronto would allow individuals with the means to pursue higher education and attain a career in the mining industry.

WIM Toronto annual grant could be aimed for students entering or in second year of study in a post graduate program or for individuals working on a mining-related project. It would be available for members of WIM Toronto studying or working in the GTA. Criteria can be based on academic excellence in combination with financial need or project needs.

Proposed grant eligibility:

- First or second year students in a post graduate, mining-related program OR young professionals working on a mining-related project
- Proof of enrollment in post graduate program or project plan
- Members of WIM Toronto

Next steps:

- Create grant parameters/qualifications, July 2024
- Share grant info with school, August 2024
- Open grant application, September 2024
- Review applications, November 2024
- Provide grant for eligible student, November 2024

How to empower women?

Through marketing

1. Rebranding

Social media and website rebranding for WIM Toronto would elevate the brand image by introducing a distinct colour palette and design pattern, in addition to creating a cohesive and recognizable presence. Currently, the WIM Toronto logo does not have a visual identity differentiation from competitors.

Elevating the brand image includes adopting a new colour palette, introducing gradients of red, white and blue. This selection not only symbolizes the Toronto flag but also aligns seamlessly with the WIM Toronto theme colours. This strategic shift is aimed to create a fresh and vibrant visual identity for the chapter.

Benefits:

1. **Stand out from other associations:** a distinct colour palette and design pattern will help create a unique and memorable visual identity.
2. **Strong connection:** the new brand identity and design pattern will help WIM Toronto build a stronger connection with its target audience, conveying a sense of professionalism and reliability.
3. **Consistent and cohesive presence:** the rebranding will enable a stronger online presence across its social media platforms, reinforcing its brand message and values.
4. **Attracting new customers and investors:** refreshing the brand's image and positioning will better appeal to a younger demographic.
5. **Improved association storytelling:** enable the association to reflect on the origin and showcase the goals and values.

Brand guidelines

Primary logo



Secondary logo



Colours



#255681



#3F8EA8



#9F2015



#CA514C

How to empower women?

Through marketing

2. Testimonial video

Using a positive and factual appeal, the video would highlight members and their success stories. It is intended to be housed on the WIM Toronto website homepage and shared on social media platforms. Additionally, it is recommended to use a photographer for major events. Photos captured can be used to create social media posts and throughout the website, making it more enticing and appealing.

After watching the video, the audience is likely to be moved by the success stories and empowerment shared by members of WIM Toronto. Viewers will feel encouraged to join the association and be part of a supportive community dedicated to advancing the interests of women in the mining industry.

This video will highlight the previous unique networking, career development and advocacy opportunities offered by WIM Toronto. The goal is to encourage viewers to take action and become part of the association.

Video actor contacts:

- Alice Alex, board member, WIM Toronto, <https://www.linkedin.com/in/alice-alex>
- Proposed member 1
- Emily Lidster, committee member, WIM Toronto, <https://www.linkedin.com/in/emily-lidster-888142130/>
- Proposed member 2
- Mary McKenzie, chair WIM Toronto, <https://www.linkedin.com/in/mary-mckenzie-81706110/>
- Mary Jo Smith, vice chair, WIM Toronto, <https://www.linkedin.com/in/maryjo-smith-8a973814/>

Video Script

Women in Mining Toronto

FADE IN

This 15-second lapse captures routine activities in a mining working day. After three seconds, the title *Women in Mining Toronto* is displayed for three seconds. At the five-second mark, MEMBER ONE's voice over accompanies the camera's point of view for 10 seconds, until the 15-second mark. Conversations, ambient sounds and instrumental background immerse the viewer in the scene.

1 Testimonials (20 seconds)

EXTERIOR WORK SITE - DAY

Women will briefly share their experiences in the mining industry. Their names will be displayed on screen.

MEMBER ONE

I've been working in the mining industry since (20XX).
Being a woman working in mining can be challenging,
as there are many external misconceptions in the
industry, but I love being part of the change and
overcoming challenges.

MEMBER TWO

Choosing this career was a peculiar thing to do, but I
have found the tools to grow as a professional, and a
place where other women share the same passion as I
do.

2 Purpose of the association (20 seconds)

INTERIOR. EY TOWER - DAY

Members standing in an open area outside with a view of the CN Tower behind
(idea: Front St. W. and Bay St., northwest corner, with back to Union Station).
Inspiring, instrumental background music plays.

MARY MCKENZIE

The WIM Toronto community has allowed me to collaborate, connect and share advice. I'm proud to be part of a global movement, driving positive change in the mining industry and mentoring the next generation.

MARY JO SMITH

In WIM Toronto we work for women's professional growth by creating a powerful network for them to stay connected in the industry. We create a community of leaders!

3 Invitation (five seconds)
INTERIOR. WORK SITE - DAY

With an honest smile

MEMBER ONE

Join us!

MEMBER TWO

Join us!

MARY MCKENZIE

Join us!

MARY JO SMITH

Join us!

Instrumental music continues. The text #EmpowerHer is displayed followed by the WIM Toronto logo.

FADE OUT

How to empower women?

Through social media

1. Grant promotional campaigns

Aimed for university and college students in post-graduate programs or for young professionals involved in mining-related personal projects. Promotion will occur across member newsletters and social media posts on Instagram, Facebook and LinkedIn.

Benefits:

1. **Enhances visibility and reputation:** reinforces commitment to supporting education, research, and innovation within the mining sector.
2. **Promotes diversity and inclusion:** the campaign attracts a range of applicants, contributing to a more inclusive and representative community within the mining industry.
3. **Builds a talent pipeline:** contributes to building a pipeline of skilled and motivated individuals in the mining industry. Unsuccessful applicants have a chance of winning something in future.

Success metrics:

- Application volume: track the number of submissions received before the deadline
- Engagement on social media: monitor likes, shares and comments on promotional posts
- Grant recipient success: measure the impact of the program through the achievements of past grant recipients
- Website traffic: analyze the increase in website visits during the campaign period
- Mentorship uptake: evaluate the number of applicants engaging in the tailored mentorship program
- Participation rates: monitor the number of grant recipients participating in industry events

Eligibility criteria:

- Open to university and college students in post-graduation programs
- Young professionals engaged in personal projects related to mining

Application process:

- Visit our website to access the application form
- Submit a detailed proposal outlining your project or academic pursuit.
- Applications are reviewed

Reasons to apply:

- Opportunities to network with experts in the industry
- An exclusive mentorship program for selected recipients
- Recognition and exposure within the mining community

Promotional videos ideas:

- Success stories of past grant recipients
- Behind-the-scenes of mining projects funded by the grant
- Testimonials from industry experts endorsing the program

Ideas for catchy social media captions promoting the grant:

- Elevate Your Mining Journey: Apply for Our Exclusive Grant Today!
- Fueling Dreams, Funding Futures: Unleash Your Potential with Our Grant Program!
- Innovation Starts Here: Grant Opportunities for Mining Enthusiasts!
- Investing in Brilliance: Your Chance to Shine in the Mining Arena!



WIM Toronto's \$1500 Grant: your pathway to excellence

QUALIFICATIONS

- Students entering or in second year of study in a post graduate program or individuals working on a mining-related project.
- Only for WIM Toronto members studying at a Canadian university or college, or working in Canada.
- Preference given to individuals with academic excellence in combination with financial or project needs.

Applications open September 2024

Send applications to wimtorontochapter@gmail.com

**Image for position only*

How to empower women?

Through social media

2. Social media contests

Hosting a social media contest to win tickets to a mining industry conference or for a free annual membership. This strategic initiative is designed to boost engagement, increase followers and create anticipation among the WIM community.

Benefits:

1. Catalyst for community building, encouraging existing and new members to engage.
2. Provide winners with networking opportunities and exposure to the latest industry trends.

Success metrics:

- Track the number of entries and participants in the contest
- Measure the growth in followers during the contest period
- Monitor likes, comments, and shares on the contest posts
- Evaluate the overall engagement rate during the contest duration
- Measure the reach and impressions of the contest posts
- Track the use of contest-related hashtags to gauge brand visibility

Ideas for social media contests:

- a) Photo contest: November 5, 2024 for two tickets to March 2025 PDAC convention.
- b) Referral contest: Post contest on January 2, 2025. Refer a friend for a chance to win a 1-year WIM Toronto membership.

Post examples are shown on the following page.

Photo contest:

Proposed caption -

CONTEST ALERT: Share a photo using the hashtag #EmpowerHer for a chance to win 2 tickets to PDAC The World's Premier Mineral Exploration and Mining Convention, in March 2025

Add a caption answering:

1. One word you would use to describe "mining"?
2. How do you want to see the mining industry in the future?

Winners will be announced November 30, 2024

Don't forget to tag @wimtoronto

#WomenInMining #EmpowerHer #PDAC
#conference #Toronto



Referral contest:

Proposed caption -

CONTEST ALERT: We're still ringing in 2025, celebrate with us! Tag a friend or family member in the comments who should be part of WIM Toronto.

The winner will receive a 1-year WIM Toronto membership.

Contest ends January 31, 2025

#EmpowerHer #WomenInMining
#Membership #toronto

How to empower women?

Through social media

3. Blog series

The blog series serves as a powerful and multifaceted tool for promoting women in the mining industry.

Benefits:

1. **Provides a platform** to disseminate impactful and surprising facts, historical events and future developments related to women in mining and increases awareness and understanding.
2. **Unveils lesser-known facts**, educates and engages the audience, while challenging preconceived notions and stereotypes.
3. **A bi-weekly schedule ensures a consistent flow**, maintains interests and establishes a reliable information source.
4. As each post is shared across **social media platforms**, it amplifies the reach and influence, contributing to a broader dialogue surrounding women's roles and achievements in mining.
5. The blog series can **promote** special events, reach new audiences and boost engagement.

Success metrics:

- Engagement metrics (likes, comments, and shares) on each blog post
- Increase growth in social media followers by 50 per cent within the first year
- An increase in website traffic originating from social media platforms will demonstrate the effectiveness of the series in driving visitors to the WIM Toronto website.

Ideas for blog series:

Top 5 sustainable practices led by the mining industry in Canada

Canada's GDP and the mining industry's \$125 billion contribution

Celebrating diversity, 3 leaders to look out for in Toronto

Success stories from women in the industry

Why should women join mining?

Timeline: Launch March 2024, post bi-monthly

Posts to be posted separately on Facebook, Instagram and LinkedIn. Post are factual and capture the audience's attention, referring them to read more in the created blog posts, housed on the WIM Toronto website.²

Photo 1 caption: Women are making moves and board representation is increasing. Read our newest post "Celebrating diversity, 3 leaders to look out for in Toronto"
#EmpowerHer #WomenInMiningToronto
#mining #diversity #leaders #toronto
#mining #women #jobs

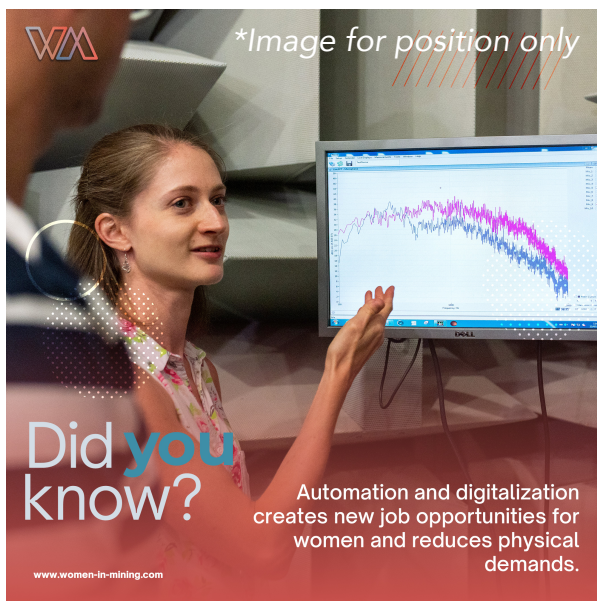


Photo 3 caption: Visit our website to learn more about how Toronto is leading the mining industry. Read our newest post "Canada's GDP and the mining industry's \$125 billion contribution"
#EmpowerHer #WomenInMiningToronto
#mining #canada #gdp #toronto



Photo 2 caption: Visit our website to learn more about how women are changing the mining industry. Read our newest post "Why should women join mining?"
#EmpowerHer #WomenInMiningToronto
#mining #women #jobs



² Post to be reevaluated when posting, statistics based on 2023

Content calendar

First three months of proposed timeline:

March 2024

Date	Day	Platform	Content-type	Topic	Caption (draft)	Status	Content-type
Mar 5	Tuesday	Insta, FB, X, LinkedIn	Poster	Rebrand - new logo	We're entering a new era and are excited to launch our new look. New style but same values. Check out our website to learn more about how you can join our mining community! Link in bio. #EmpowerHer #womeninmining #toronto #mining	In Progress	Evergreen
Mar 8	Friday	Insta, FB, X, LinkedIn	Poster	International Women's day	Happy International Women's Day! Today we honour diverse women in mining and celebrate their achievements. #EmpowerHer #womeninmining #internationalwomens day	In Progress	Timely
Mar 14	Thursday	Insta, FB, X, LinkedIn	Blog series	Blog post on website and Did you know post on Social media	Visit our website to learn more about how women are changing the mining industry. Read our newest post "Why should women join mining?" #EmpowerHer #womeninminingtoronto #mining #women #jobs	In Progress	Evergreen
Mar 21	Thursday	Insta, FB, X, LinkedIn	Photos	Past event spotlight	Throwback to last year's MINdustry Night, were we heard from industry professionals. Join the fun and meet some new faces by becoming a member today - link in bio. #EmpowerHer #networking #womeninmining #toronto #throwback #tbt	In Progress	Evergreen
Mar 28	Thursday	Insta, FB, X, LinkedIn	Blog series	Blog post on website and Did you know post on Social media	Women are making moves and board representation is increasing. Read our newest post "Celebrating diversity, 3 leaders to look out for in Toronto" #EmpowerHer #womeninminingtoronto #mining #diversity #leaders #toronto	In Progress	Evergreen

April 2024

Date	Day	Platform	Content-type	Topic	Caption (draft)	Status	Content-type
Apr 2	Tuesday	Insta, FB, X, LinkedIn	Poster	Change in membership	With a new look, come updates to our membership. Beginning May 1, 2024 membership prices will be increasing. Businesses now have a chance to sign up their teams. Students, professional and corporate rates available on our website. Click the link in our bio to learn more. #EmpowerHer #womeninmining #membership #association	In Progress	Evergreen
Apr 7	Sunday	Insta, FB, X, LinkedIn	Poster	World Health Day	Today, on World Mental Health Day we pause and reflect on the challenges faced by ALL. WIM Toronto continues to support women and fosters an inclusive space to make connections. Let's keep the conversation going, share your tips on how you stay healthy! #EmpowerHer #Mentalhealth #womeninmining #womensupportwomen	In Progress	Timely
Apr 16	Tuesday	Insta, FB, X, LinkedIn	Blog series	Blog post on website and Did you know post on Social media	Top 5 sustainability practices led by the mining industry in Canada - read our latest blog post. Link in bio. #EmpowerHer #womeninmining #sustainability #earthday	In Progress	Evergreen
Apr 22	Monday	Insta, FB, X, LinkedIn	Poster	Earth Day	Happy Earth Day! Read last weeks blog post to find out how the industry is shifting to be more sustainable. #earthday #canada #sustainability #womeninmining #EmpowerHer	In Progress	Timely
Apr 28	Sunday	Insta, FB, X, LinkedIn	Photos	World Day for Safety and Health at Work,	World Day for Safety and Health at Work - a reminder to put employees first! #EmpowerHer #womeninmining #safety #safetyandhealthatwork #toronto	In Progress	Timely
Apr 30	Tuesday	Insta, FB, X, LinkedIn	Blog series	Blog post on website and Did you know post on Social media	"Why should women join mining?" Are you hesitant, unsure or have questions? Read our latest blog post and get your questions answered. Link in bio. #EmpowerHer #womeninmining #mining	In Progress	Evergreen

May 2024

Date	Day	Platform	Content-type	Topic	Caption (draft)	Status	Content-type
May 1	Wednes...	Insta, FB, X, LinkedIn	Poster	Membership pricing	Starting today membership prices have been updated. \$10 Students \$30 Working professionals \$150 for businesses with <10 employees Click the link in our bio to learn more. #EmpowerHer #membership #womeninmining #mining #association	In Progress	Evergreen
May 12	Sunday	Insta, FB, X, LinkedIn	Photos	Mother's Day	Happy Mother's Day! Wishing all mothers and mother figures a restful day. #EmpowerHer #womeninmining #mothersday #mom	In Progress	Timely
May 15	Wednes...	Insta, FB, X, LinkedIn	Blog series	Blog post on website and Did you know post on Social media	We succeed when ALL women succeed! Read our latest blog post "Success stories from women in the industry" to find out more about the importance of supporting eachother. Link in bio. #EmpowerHer #womeninmining #toronto #success	In Progress	Evergreen
May 30	Monday	Insta, FB, X, LinkedIn	Blog series	Blog post on website and Did you know post on Social media	Visit our website to learn more about how Toronto is leading the mining industry. Read our newest post "Canada's GDP and the mining industry's \$125 billion contribution" #EmpowerHer #womeninminingtoronto #mining #canada #gdp #toronto	In Progress	Evergreen

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**Image for position only*

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