

Literacy Quebec PACTE Project 2013-2014

The power of an online presence, a skill to be harnessed.

The following project has been completed by Literacy Quebec by a grant from *Opération Projets* PACTE

As a provincial organization, Literacy Quebec's mandate is to support community-based literacy organizations that provide service to English-speaking adults in Quebec, through training, networking and professional development.

Objective

The objective of this project was to build the capacity of Literacy Quebec and its member organizations by improving technological skills and finding ways of increasing online presence.

Results

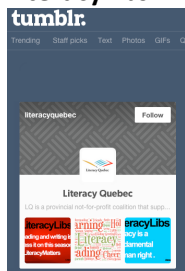
Through this project Literacy Quebec was able to:

- provide information on webinar software options and training on how to host webinars
- pilot the hosting of a webinar and explore other ways of meeting
- develop a strategy to increase awareness and visibility of literacy issues by creating online tools to be used on social media.
- to ensure ongoing activity of the social media accounts, internship opportunities are being offered.

Thanks to our LiteracyLibs, our Facebook reach has gone from an average of 12 reaches to 450 per post, with one post reaching a record 2499 reaches.



Tumblr account was created as a placeholder for the LiteracyLibs.



Twitter was created to network with other Literacy orgs.



Service icons were developed to provide a standard visual for the main services offered by our members.

