




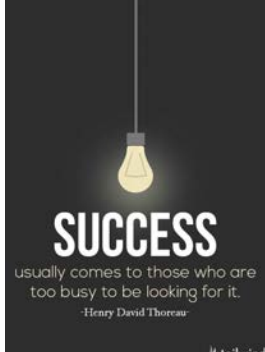


DATE	CODE	TEXT	Visual
May 1	CFDC Promo	Is your business thinking of hiring an intern? FedNor may be able to help! They provide support for youth interns under the Northern Ontario Development Program (NODP) and the Economic Development Initiative (EDI). http://fednor.gc.ca/eic/site/fednor-fednor.nsf/eng/fn03445.html	
May 4	Business tips	Being a great leader isn't just about what you say. It's also about how you say it. That's why successful founders are also masters of body language. http://www.inc.com/zoe-henry/reading-the-body-language-of-iconic-entrepreneurs.html	
May 6	Targeted engagement in Northern community	Be inspired, be motivated, be moved. Over the past 18 years, Influential Women of Northern Ontario has profiled and honoured women who have contributed to economic wealth and growth of the northern region. Are you attending the gala? http://www.influentialwomen.ca	<p>Be INSPIRED. During the Awards Gala Dinner.</p> <p>Be MOTIVATED. By successful Northern Ontario women.</p> <p>Be MOVED. By their stories.</p> <p>Monday May 25, 2015 Comfort Suites & Conference Centre, Sault Ste. Marie</p> <p>Thursday May 28, 2015 Valhalla Inn, Thunder Bay</p> <p>Individual Tickets or Corporate tables of 10 are available. Register online at www.influentialwomen.ca</p> <p>1-800-757-2766 ext.304</p> <p>www.influentialwomen.ca</p>
May 8	Extensions	Leadership is a choice. Watch this inspiring TED Talk, where Management theorist Simon Sinek talks about what makes a great leader. http://www.ted.com/talks/simon_sinek_why_good_leaders_make_you_feel_safe/transcript?language=en	Via Link

<p>May 10</p>	<p>Extensions</p>	<p>Happy Mother's Day from the Northern CFDC!</p>	
<p>May 13</p>	<p>Business tips</p>	<p>There are seven major sections of a business plan, and each one is a complex document. Read this selection to fully understand these components. http://www.entrepreneur.com/article/38308</p>	<p>Via Link</p>
<p>May 15</p>	<p>Targeted engagement in Northern community</p>	<p>Do you know someone under 40 in Sudbury who is a leader in their business community? Nominate them for the 40 under 40 awards! Nomination deadline is June 12. For more information, visit http://www.40underforty.ca.</p>	

May 17	Extensions	Get outside this Victoria Day weekend and enjoy what the North has to offer.	
May 19	Business tips	<p>Not quite figured out how to take advantage of LinkedIn as a professional network? Here are some tips to make the most out of this platform.</p> <p>http://mashable.com/2014/08/07/linkedin-tips-and-tricks/?diuhfakdl&crlt.pid=camp.VOTqdzjOhit6</p>	
May 21	Extensions	It is important not to focus on what other people are doing but to work hard to succeed in your own life.	
May 25	Business tips	<p>Effective communication between a company and its employees enables businesses to fully tap into the unique knowledge, insights, and talents of its people. Here are 5 tips to create effective internal communications with your team.</p> <p>http://www.fastcompany.com/3045455/work-smart/5-tips-to-create-effective-internal-communications-with-your-team</p>	Via Link

May 27	Business tips	Entrepreneurs who want to attract the attention of their ideal customer often hear that buyer personas are critical to success. Does your business need them? http://www.entrepreneur.com/article/245792	Via Link
May 29	CFDC Promo	Do you have a CFDC client who illustrates innovation in business practice, builds on the resources at hand and responds to challenges? Nominate them for the OACFDC's Entrepreneur of the Year Award 2015. Nomination deadline is June 12 so enter them now! http://www.oacfdc.com/22nd-annual-conference-2015/award-nomination-forms	Via Link

LEGEND

CODE	TYPE
CFDC Promo	CFDC news, services, awards, funding announcement, staff and board member profiles, etc.
CFDC thought leadership	Advice, tips, how tos, ideas, tricks, bylined articles by CFDC etc.
General business news	Small business news, entrepreneurship, relevant announcements, articles of interest, etc.
Business tips	Tips and suggestions to help businesses succeed including human resources, expansion, customer service acquisition and retention, etc.
Targeted engagement in Northern community	Additional calls to action and inspiration to promote interaction with audience. - Ask a question, call for comments i.e. Have you ever wanted to start your own business? - Community happenings
Extensions	- Inspirational Posts for entrepreneurs and small business owners - Poll to see about behaviour trends/opinions - Sharing interesting articles or social media content (not by CFDC)
CFDC Behind the scenes	Posts that show what CFDC staff and volunteers are working on, attendance at events/meetings etc – posts that show involvement and caring about the communities in which it serves, things that offer a human face
CFDC business profiles	Features/shout outs about clients that FedNorth has supported. Rotate between northern CFDCs to make sure all get profile. Can include CFDC client profiles in other regions but with less frequency than the priority regions.

**** CFDC Promotional content should be no greater than 20% of your social media posts. The remainder of your posts should come from the remainder of the categories.**