




# Facebook Content Calendar

## OACFDC- November 2015

See code legend on page XXX





DATE	CODE	TEXT	Visual
Nov 2	Tips	<p>Consistent negative self-talk, especially if it centers on your business planning, entrepreneurial ventures and the like can turn a potentially successful venture into a failure -- sometimes before you have even given yourself a chance. Read on to get these 5 toxic doubts out of your heads.</p> <p><a href="http://www.entrepreneur.com/article/252057">http://www.entrepreneur.com/article/252057</a></p>	Via link
Nov 3	News	<p>Thinking of applying for a grant from the Ontario Trillium Foundation? Sign up for one of their online information sessions to get tips for writing a great application and opportunity to ask lots of questions. <a href="https://www.eventbrite.ca/e/applying-for-a-grant-join-an-otf-webinar-registration-19106389726">https://www.eventbrite.ca/e/applying-for-a-grant-join-an-otf-webinar-registration-19106389726</a></p>	 <p>Ontario Trillium Foundation</p> <p>Fondation Trillium de l'Ontario</p> <p><small>An agency of the Government of Ontario. Relève du gouvernement de l'Ontario.</small></p>
Nov 4	Client profile	<p>CFDC Success Story: BeBe Bartoons is a family based Haliburton business which includes the two "Youngpreneur" sisters, Danielle and Heather, who were instrumental in the creation, promotion, and finally selling of these collectible character and refillable lip balms. These <a href="http://www.bebebartoons.com/">Haliburton CDC</a> clients create collectible character and refillable lip balms. <a href="http://www.bebebartoons.com/">http://www.bebebartoons.com/</a></p>	Via link
Nov 5	Reach	<p>Your product, service, customer experience and online presence are factors in driving consumer perception. Your brand includes the reputation and relationships you have built over time. What does your brand say about you?</p>	
Nov 6	Behind the scenes	<p>Another CFDC success story: Canoe Fresh Foods is an independent grocery store in Washago which includes a bakery and in-store prepared take home meals. The Orillia CDC team worked with entrepreneurs Rod &amp; Mary Harth to make their dream a reality. <a href="http://www.orilliacdc.com/canoe-fresh-foods/">http://www.orilliacdc.com/canoe-fresh-foods/</a>.</p>	
Nov 9	Promo	<p>This great video created by the WOCFDCA will show you what a CFDC has to offer that can help you to start your small business</p> <p><a href="https://www.youtube.com/watch?v=b3BW0JBsVDk">https://www.youtube.com/watch?v=b3BW0JBsVDk</a></p>	

# Facebook Content Calendar

## OACFDC- November 2015

See code legend on page XXX





Nov 10	Tips	Moving is one of those things that everyone warns you about and corporate relocation takes the headache to a whole new level. <a href="http://www.entrepreneur.com/article/251535">http://www.entrepreneur.com/article/251535</a>	Via link
Nov 11	Reach	In honour of all those who have served and still serve and the families that support them-thank you...	
Nov 12	News	Posting local economic news and sharing member posts	
Nov 13	Client profile	TimKap Lodging is a client of the <a href="#">North Claybelt CFDC</a> & <a href="#">Kirkland Lake CDC</a> who has invested over \$35 million in rural communities in Northern Ontario by building 3 motels/microtels. These businesses employ over 60 employees and have positively impacted the region's tourism economy. <a href="http://www.super8kapuskasing.com/">http://www.super8kapuskasing.com/</a> ; <a href="http://www.microtelinn.com/hotels/ontario/timmins/microtel-inn-and-suites-timmins-on/hotel-overview">http://www.microtelinn.com/hotels/ontario/timmins/microtel-inn-and-suites-timmins-on/hotel-overview</a> ; <a href="http://www.microtelinn.com/hotels/ontario/kirkland-lake/microtel-inn-and-suites-by-wyndham-kirkland-lake/hotel-overview">http://www.microtelinn.com/hotels/ontario/kirkland-lake/microtel-inn-and-suites-by-wyndham-kirkland-lake/hotel-overview</a>	Via link
Nov 16	Behind the scenes	<b><i>Will be sharing other CFDC posts and commenting on them</i></b>	
Nov 19	Promo	Which of the 61 CFDC offices in Ontario will you contact today to make your entrepreneurial dreams come true? <a href="http://www.oacfdc.com/?Itemid=723">http://www.oacfdc.com/?Itemid=723</a>	
Nov 20	Tips	When the world's richest man offers career advice, it's smart to listen. <a href="http://www.inc.com/minda-zetlin/5-success-mindsets-bill-gates-wants-you-to-">http://www.inc.com/minda-zetlin/5-success-mindsets-bill-gates-wants-you-to-</a>	Via link

# Facebook Content Calendar

## OACFDC- November 2015

See code legend on page XXX





		<a href="#">learn.html</a>	
Nov 23	News	"The Canadian environment and culture for entrepreneurship is healthy. Entrepreneurship is seen as a good career for which opportunities exist within the capacities of a large segment of the population." <a href="http://www.cbc.ca/news/business/entrepreneurship-in-canada-ranks-2nd-in-world-report-says-1.3093290">http://www.cbc.ca/news/business/entrepreneurship-in-canada-ranks-2nd-in-world-report-says-1.3093290</a>	Via link
Nov 24	Client profile	<a href="#">Valley Heartland CFDC</a> client, Prim Lutchmansingh thought that there must be a better way to make the delicious wontons that their family made so he created an automated wonton making machine. WonTon Crunch Inc.'s initial focus is on selling wontons and, in time, to sell the wonton-making machine. They now supply many stores, grocery chains and restaurants. <a href="http://www.wontoncrunch.ca/">http://www.wontoncrunch.ca/</a>	
Nov 23	Reach	 <p>When your ambition is big Then your efforts should be even bigger -unknown</p> <p>Sometimes a fish has to create his own pond...</p>	
Nov 24	Behind the scenes	<b>Will be sharing other CFDC posts and commenting on them</b>	

# Facebook Content Calendar

## OACFDC- November 2015

See code legend on page XXX



Nov 25	Promo	The Community Futures program continues to have a tremendous impact across Canada. See some of the accomplishments of this rural dynamo by watching this video <a href="https://www.youtube.com/watch?v=Q00kzDdJc-o">https://www.youtube.com/watch?v=Q00kzDdJc-o</a>	 <p><b>Proud Supporter of Local Economic Development</b></p>
Nov 26	Tips	Reducing employee turnover will have an impact on your bottom line. Experts estimate it costs upwards of twice an employee's salary to find and train a replacement. <a href="http://guides.wsj.com/management/recruiting-hiring-and-firing/how-to-reduce-employee-turnover/">http://guides.wsj.com/management/recruiting-hiring-and-firing/how-to-reduce-employee-turnover/</a>	

### LEGEND

CODE	TYPE
Tips	Best practices for business, tips, tricks etc. Can feature board member or client expertise.
News	CFDC media releases, news or updates, upcoming events etc.
Client profile	

# Facebook Content Calendar

## OACFDC- November 2015

See code legend on page XXX



	Share profile of CFDC client
Reach	<ul style="list-style-type: none"> <li>- Inspirational Posts for entrepreneurs and small business owners</li> <li>- Ask a question, call for comments.</li> <li>- Poll to see about behaviour trends/opinions</li> <li>- Sharing interesting articles or social media content (not by CFDC)</li> </ul>
CFDC Behind the scenes	Posts that show what CFDC staff and volunteers and OACFDC 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
Promo	Promotional post about the CFDC or OACFDC i.e. We serve xx businesses in the area, come learn more about XX

**\*\* 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.**