



Tips to Maintain Your Canada Learning Bond Campaign

By Mary Alice Searles

Supervisor, Employment and Social Services, Municipality of Chatham-Kent

Contact: maryalice.searles@chatham-kent.ca

1. Social media sharing

Community organizations should consider using social media to reach out to their networks. Although some organizations are already on board socially, and others are just starting out, online messaging can be a great way to engage a geographic community and grow the community organization's network.

2. Obtain necessary permissions

Community organizations should ask [Employment and Social Development Canada](#) (ESDC) for their permission to share local CLB take-up rates, even if the rate has been made available to other organizations already. This permission should be received early on in the planning and be updated when new data becomes available so that it can be shared in all promotional materials and to ensure accuracy for the community.