

**Agenda Item 4(b)(i)(1)**  
**November 24/22 EOC Meeting**

**From:** Jacqlyn Marcus <[Jacqlyn.Marcus@valeyo.com](mailto:Jacqlyn.Marcus@valeyo.com)>  
**Sent:** November-15-22 3:21 PM  
**To:** Keith Martin <[Keith.Martin@cafii.com](mailto:Keith.Martin@cafii.com)>  
**Cc:** Brendan Wycks <[brendan.wycks@cafii.com](mailto:brendan.wycks@cafii.com)>  
**Subject:** Speaking Notes for Nov 24th EOC Meeting

Hi, Keith and Brendan,

Thank you again for hosting the lunch today. It was great to see everyone in-person and I felt the committee was very engaged and motivated to support the mandate in 2023.

As for next week, as noted, I cannot attend the meeting due to a conflict. My update is as follows:

1. We're reinvigorating the committee with two new members for 2022 and 2023: Barb Nelson from the Cooperators and Shivani Patel from Manulife
  - a. The committee held a well-attended in-person lunch on November 15. We reviewed upcoming activities for 2023 and agreed on a cadence of two in-person and two virtual meetings per year.
  - b. The committee focus for 2023 will be on executing a new corporate LinkedIn strategy for CAFII (upon approval of the EOC and presented at this meeting for consideration), supporting oversight of Operatic Agency initiatives per approved budget and plans; and providing guidance and advice on research and media matters
2. LinkedIn Strategy – presented herein for EOC approval, outlines the benefits, strategy, approach to creating a corporate page for CAFII.
  - a. Most organizations have a page as it has benefits vis a vis awareness, brand and thought leadership-building on a B2B platform where many members are.

Thank you and please add anything I may have missed.

Jacqlyn

**Jacqlyn Marcus**  
Director, Marketing & Communications



416-319-9102



1400 - 25 Sheppard Avenue West  
Toronto, ON M2N 6S6



[www.valeyo.com](http://www.valeyo.com)



## **BACKGROUND & STRATEGY FOR CREATING A CAFII PAGE ON LINKEDIN**

### **1. Background**

The Chair of the CAFII Media Advocacy Committee has recommended that the association create, populate with the appropriate information, and maintain a CAFII page on the social media site, LinkedIn. This recommendation is supported by the Co-Executive Directors, our Media Consultant, and the Media Advocacy Committee (to come).

### **2. What is LinkedIn?**

LinkedIn is a social media site with more than 610 million members. Importantly for many businesses, 90 million senior-level influencers/thought leaders and 63 million decisionmakers use LinkedIn. 97% of B2B marketers use LinkedIn as a content distribution channel, and LinkedIn is responsible for 80% of B2B leads from social media. LinkedIn is the social network of choice for senior-level executive, management, and thought leaders. It is also a business-friendly venue.

### **3. What's our objective in creating a CAFII page on LinkedIn?**

We want to strengthen CAFII's credibility as a thought leader in the Credit Protection Insurance and Travel Insurance sectors across a wider audience, particularly among insurance regulators and policy makers, members of CAFII, and insurance industry thought leaders. We also want to improve our Search Engine Optimization by driving more people to the Association's website.

### **4. What type of content will be post on our CAFII page?**

LinkedIn is particularly suited to thought leadership-type articles, opinions about developments in the industry, news about our association, and just about anything that allows us to demonstrate expertise in our niche. We can also invite people to participate in our webinars or read new content on our website such as research, and to view new videos. Not all content has to be original. We can share other articles that we come across (such as some in our weekly news review) that we feel will be of value to our audience. We can also forward other people's posts. And we can participate in discussions on LinkedIn Groups. Varying the length of our posts (as well as adding images and videos) will keep our content fresh and relevant to our audience.

### **5. How frequently will we need to post content on our page?**

LinkedIn is a platform that doesn't need a 'round-the-clock' publishing schedule. What it does need is a consistent one. Whether we publish once or several times a week, we need a regular schedule that people will come to expect, and so that we don't have long gaps of silence for several weeks. This will be achieved through the use of a forward-looking Content Calendar (see attached example) that will allow us to align timely information with the resources needed to deliver it.

## **6. What resources are needed to manage our LinkedIn page?**

Creating and managing a company LinkedIn page is a relatively straight-forward job that will not require additional staff or suppliers. However, it will require 4-5 hours of time per month to create content and post the content to the CAFII LinkedIn page. We see the content creation and posting of the content on LinkedIn being shared by our Co-Executive Directors along with our Media Consultant, with some assistance if need from Managing Matters. This may require a small budget.

## **7. How will we know if our LinkedIn page is meeting its objective?**

There is data available from LinkedIn Analytics for a company page that will give us data about the visitors to our page and how they have engaged with our content. We will also be able to track the number of people using links on our LinkedIn page to visit the CAFII website. So, we will be able to measure the results of having a CAFII page, and adjust our strategy, if necessary, along the way.

## **8. How do we get started?**

Once approval from the Board is received, Keith Martin will need to claim a company page for CAFII on LinkedIn. Like many social networks, LinkedIn has two types of pages – personal pages where people list their past jobs and successes, and company pages where basic information about the organization is listed. LinkedIn will provide a template for CAFII to fill in with basic information such as what it does, who the members are, who the senior management is, where it is located, a link to the website, etc. Once the company page is completed, we will then begin creating and posting content (text and images) on our page for others to read and see.

## **9. When should we launch a CAFII LinkedIn page?**

We believe January of 2023 is a good time to launch as it will give us the necessary time to socialize the concept with the EOC and full Board, to prepare the CAFII company page on LinkedIn, and to prepare a full editorial calendar for the first quarter.