

SWOT – Strengthening Visibility: CSS Calendar Campaign & Supporting Repository

OVERVIEW

The CSS Calendar Campaign is a coordinated communications initiative designed to increase awareness and understanding of community support services across Ontario East. **The campaign provides a structured calendar of monthly themes, messaging, and digital assets that organizations can use throughout the year.**

While the campaign promotes consistent, recognizable messaging across the sector, organizations are encouraged to adapt materials to reflect their local communities, branding, and services. **All resources will be available through the AccessCSS Knowledge Hub, where providers can access messaging guidance and ready-to-use materials aligned with each monthly theme.**

CAMPAIGN RATIONALE

A coordinated communications approach allows CSS providers to:

- Strengthen collective visibility across Ontario East
- Improve public understanding of the role of community support services
- Reinforce key sector messages in a consistent way
- Support providers with ready-to-use communications tools
- Align messaging across organizations while maintaining local flexibility

By aligning around shared themes throughout the year, the sector can amplify its voice and ensure that audiences consistently see clear, recognizable messaging about the value of community support services.

CAMPAIGN APPROACH

The campaign follows a **calendar-based structure**, with each month featuring:

- **A designated theme**
- **A designated tagline**

- **Designated hashtags**
- Supporting visual assets and templates

This approach allows organizations to participate in a coordinated sector-wide campaign while maintaining flexibility in how they communicate locally.

Providers may choose to:

- Use AccessCSS campaign graphics directly
- Co-brand campaign materials with their organization's logo and branding
- Adapt messaging to reflect local services or initiatives
- Create their own materials inspired by the monthly theme

The key objective is to **maintain alignment with the designated monthly theme, tagline, and hashtags**, ensuring consistent sector messaging.

CAMPAIGN COMPONENTS

The campaign includes several key components designed to support providers in their communications efforts.

Monthly Themes

Each month focuses on a specific theme related to community support services. Themes may highlight topics such as *social connection, aging at home, caregiver support, independence and wellbeing, community partnerships & volunteerism*.

Themes help unify communications across the sector and create a consistent narrative throughout the year.

Taglines

Each theme is accompanied by a designated tagline that captures the core message of that month's focus. Taglines are intended to provide a **simple, clear message that can be used across communications materials**, including social media, newsletters, and graphics.

Hashtags

Designated hashtags are provided to support digital engagement and help connect sector messaging online.

Using shared hashtags helps increase the reach of campaign messaging, connect posts across organizations, and strengthen the visibility of the CSS sector

Providers are encouraged to use the campaign hashtags alongside their own organizational tags.

Supporting Repository of Resources

The Knowledge Hub will include a variety of supporting resources aligned with each monthly theme. These assets may include:

- social media posts
- email campaigns
- print materials
- relevant news articles
- presentations and info sessions

Organizations may use these materials as provided or adapt them to reflect their branding.

CO-BRANDING AND CUSTOMIZATION

The campaign is designed to support both **consistency and flexibility**.

Organizations are encouraged to incorporate their own branding and local messaging where appropriate. This may include:

- adding organizational logos
- highlighting specific programs or services
- incorporating local photography or stories
- adapting captions or messaging to local audiences

CSS Calendar Campaign



However, maintaining alignment with the **monthly theme and core message** is essential to ensure that the campaign continues to function as a coordinated sector initiative.
