

Engagement Strategy

Why an Engagement Strategy Instead of a Communications Plan?

As a collaborative, we are not simply growing an organization that offers a support or service, we represent a broad ecosystem with more than just a singular message that needs to be communicated. This requires a two-way (or more!) flow of information between AB Seed and ecosystem partners.

As such we have developed an engagement strategy to guide our work in this area in an intentional, meaningful way.

Engagement Activities

AB Seed 101 Video



Steering Committee



Communities of Practice



Podcast with ABSI Connect



Resource Navigation Tool



2022 Spring Event



Communication Channels

Newsletter and website



Alberta Social Entrepreneurs
Network LinkedIn Group



Engagement Partnerships

Joint events and newsletters



Working Groups



Community Conversations



Sitting at Others Tables

We go to them instead of them to us.



Legends

Progress Made

- Idea formed, not started
- Idea started, not quite implemented
- Idea mostly established, well under way, working on improving, or growing
- Idea established and a well oiled machine

Direction of Information Flow

- Information flowing either out from AB Seed or in to AB Seed
- Information flowing back and forth between organizations
- Multiple organizations/members who are informing and being informed by one another

