

Expanding Immigrant Engagement through Social Media

Recent Immigrants spend 54% more time on their mobile devices than Canadian-born residents (AMSSA, 2015). Existing mainstream social media platforms such as Facebook and Twitter do not reach all immigrants who use social media to get informed.

Our research and consultation with the Immigrant Advisory Council suggests we also engage with the following platforms:

► WeChat

- Popularly used in China (and immigrants from China) - described as a must have!
- Users can subscribe to content from organizations in addition to using the app for other daily activities (comparable to getting followers on a Facebook page).
- Account is activated for free through a smart phone but can then be used on a desktop computer as well.
- Recommended to have a Mandarin-speaking staff to use the account most efficiently.
- Richmond Library has successfully been using WeChat to promote its programs to its patrons.

► KakaoTalk

- Very popular in Korea for communicating with friends and family.
- Kakao has multiple apps within its umbrella. Organizations can use **Yellow ID** or **Kakao Group** which is frequented by users of KakaoTalk.
- **Yellow ID** is designed for use by businesses and organizations to share photos, announcements, and products.
 - Organizations need to get approval from Kakao to get a Yellow ID account.
 - While services are free, there are charges if organizations send more than 10,000 messages per day.
- **Kakao Group** is a simpler way to share messages to individuals who add themselves to a group.
 - Settings can be adjusted so only administrators can send messages to the group.
 - Users need to add themselves to the group (if privacy settings are public) – however, all user profiles/names will be visible to all users.
- Recommended to have a Korean speaking staff oversee use of the account.

► Telegram

- A popular messaging app used by Farsi-speaking residents.
- The app allows for groups up to 5000 members to share messages, photos, and documents. There are Telegram of Farsi-speaking residents who reside in the Lower Mainland.
- Organizations can get membership to the existing Farsi-speaking groups or create their own group.

► Whatsapp

- Very similar to Telegram. A popular messaging app used by Farsi-speaking residents.
- There are existing groups on this app with Farsi-speaking residents who reside in the Lower Mainland.
- Organizations can get membership to the existing Farsi-speaking groups or create their own group.