

Briefing Note: Flood the Feed (Information Note)

Date: October 2025

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Subject: Selkirk College's Flood the Feed Initiative

Sensitivity: Time Sensitive – share prior to October 29th, 2025

Audience: Internal (note shareable in full)

Key Messages

- Selkirk College will be asking willing Selkirk College employees if they would like to participate in promoting Selkirk College's Open House with a "Flood the Feed" initiative.
- Willing volunteers would post or share during a coordinated period of time from 10am to 12:30pm on October 29th, 2025, either a post about open house or a shared post from Selkirk College on their own social media promoting Open House.
- Individuals can register their intention to post (or share) if they plan to post (or share) during the time frame to "Flood the Feed" to support us in assessing the impact of the initiative.
- Open House is on Thursday, November 6th from 10am to 2pm in the Pit at Castlegar Campus and is available to highlight all programs for all campuses.

Background/Situation

Selkirk College recognizes the power of our pride in the organization we support and grow on a daily basis. As an experiment, an opportunity exists for us to work together to collectively flood the social media feeds of our local region through sharing about a specific topic all at the same time through our friends, family and connections.

While the activity asks for individuals to share a pre-existing social media message on Facebook, LinkedIn, Instagram or anywhere they may feel comfortable, there is no obligation to participate and the intention is to create a fun, organic, movement – not to create pressure. Open house gives every program an opportunity to wow and impress students towards the amazing programs we have at Selkirk College and every share counts. By sharing at the same time, we create something a bit more interesting that our connections may be more likely to pay attention to.

Selkirk College has created a registration form as if the initiative is successful, we are hoping to track the ROI of engagement in the "Flood the Feed" against other traditional marketing techniques for getting the word out about Selkirk College in our local region. If someone forgets to register, there is no barrier to still sharing the post either during the period or on their own time.

Communications Plan

This initiative will be brought to the Leadership team, Education & Students and other meetings as the month progresses. We ask for Leaders, Managers, Department Heads, Chairs and Coordinators to communicate the initiative and reiterate that the initiative is voluntary and intended to be fun for those that may already share College activities broadly with their networks or who would like to start doing so. Sign-up can occur through the signup sheet found in the newsletter or [here](https://forms.office.com/r/VLWw9wGRex) (https://forms.office.com/r/VLWw9wGRex).