

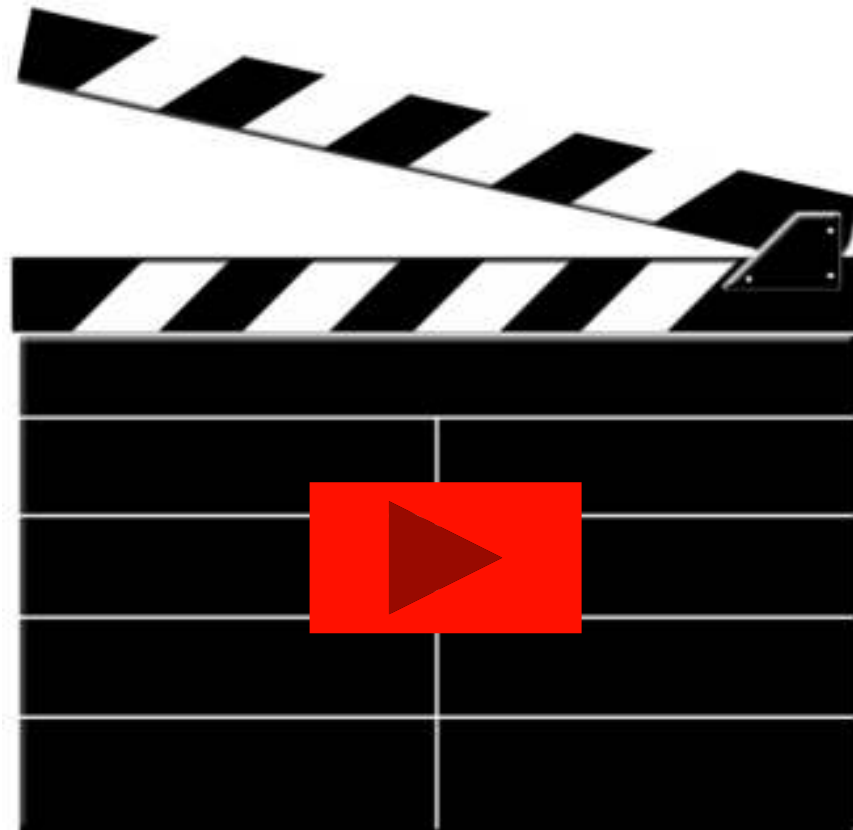
# Using Social Media to Engage our Stakeholders

The power of social



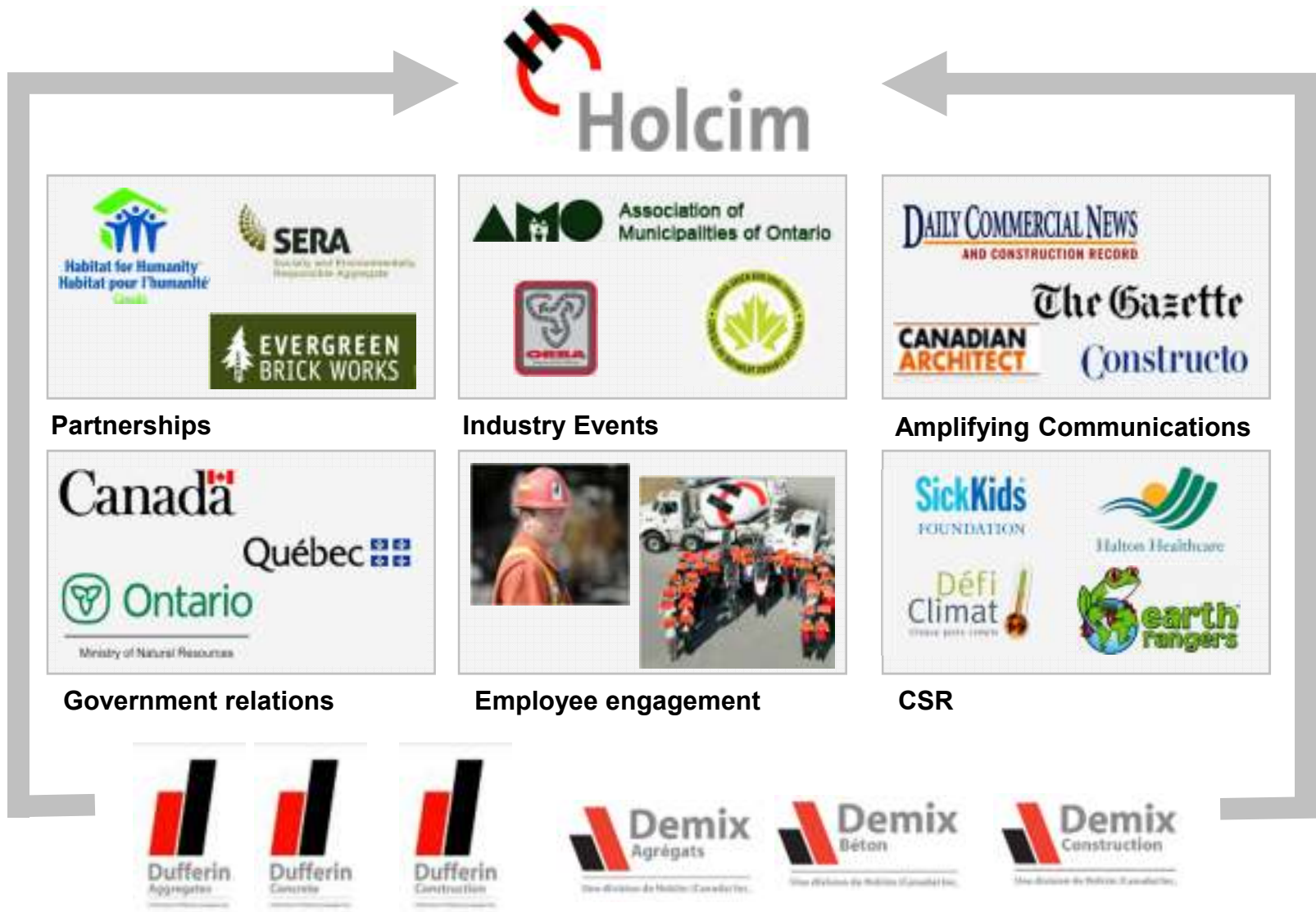
# Social media phenomenon

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Social Media is no longer an option

# Incorporating social media in our outreach plans helps us maintain open and transparent communication with our stakeholders and lets us directly connect with our partners



# Industry stakeholders that are online



Ministry of  
Transportation



AGGREGATES &  
ROADBUILDING



Ministry of  
Natural Resources

# SOCIAL MEDIA EXPLAINED

TWITTER I'M EATING A #DONUT

FACEBOOK I LIKE DONUTS

FOUR SQUARE THIS IS WHERE  
I EAT DONUTS

INSTAGRAM HERE'S A VINTAGE  
PHOTO OF MY DONUT

YOU TUBE HERE I AM EATING A DONUT

LINKED IN MY SKILLS INCLUDE DONUT EATING

PINTEREST HERE'S A DONUT RECIPE

LAST FM NOW LISTENING TO "DONUTS"

G+

I'M A GOOGLE EMPLOYEE  
WHO EATS DONUTS.

## Social Media platforms that Holcim is currently on

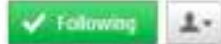
The Twitter logo, featuring the word "twitter" in a light blue, lowercase, rounded font with a white outline and a soft drop shadow.The YouTube logo, consisting of the word "You" in black and "Tube" in white inside a red rounded rectangle.The LinkedIn logo, featuring the word "Linked" in black and "in" in white inside a blue rounded square.

# Holcim Canada followers on Twitter



**ONRoadBuilders** ORBA

The Ontario Road Builders' Association, advocating for contractors across Ontario who build our transportation infrastructure. We 'Keep Ontario Moving'.



**Bob Chiarelli** @Bob\_Chiarelli

Proud to represent Ottawa West-Nepean as MPP, and serve Ontario as Minister of Infrastructure and Transportation.



**Habitat For Humanity**

@HabitatHalton FOLLOWING YOU

A hand up, not a hand out.  
Halton Region, Ontario, Canada <http://www.habitatHalton.ca>



**SNAPMilton** SNAP Milton

The Happy Newspaper



**Earth Rangers Centre** @ERCshowcase

Showcasing cutting edge green building technology, while educating and inspiring others to do the same.



**Mississauga BOT** @MBOTOntario

MBOT serves the interests of the business community by fostering a sustainable economic environment and supporting the development of its members.



**RockToRoad** @RockToRoad

Official Twitter account of *Aggregates and Roadbuilding Magazine*. Tweets by Associate Editor Andrew Macklin.



**Linda Jeffrey** @LindaJeffrey

Ontario Minister of Labour and Minister responsible for Seniors & MPP for Brampton-Springdale



**Gary Carr** @GaryCarrHalton  
Halton Region Chair



**OntStoneSand&Gravel**

@OSSGA FOLLOWING YOU

The Ontario Stone, Sand & Gravel Association represents 250 aggregate producers and suppliers who provide essential materials for building a strong Ontario.



**EvergreenCanada** Evergreen

Evergreen is a national non-profit that makes cities more livable by connecting people to nature.



**CaGBC** @CaGBC

Lead and accelerate the transformation to high-performing, healthy green buildings, homes and communities throughout Canada.



**HHCeC** Halton Hills Chamber

Halton Hills Chamber of Commerce is a voluntary business association working to improve the civic and business welfare of Halton Hills.



**Georgetown Hospital** @GHospFoundation

We raise funds to enhance healthcare at Georgetown Hospital



**Town of Oakville** @townofOakville

Official Twitter account featuring the latest news from the Town of Oakville. Vision: To be the most livable town in Canada. Monitored Mon-Fri,



**CouncillorMikeCluett** @Mike\_Cluett

This is the Official Twitter account of Mike Cluett, Milton Town Councillor for Ward 6. My tweets are my own!

# We discovered we can have direct access and interact with stakeholders in real time

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 **Habitat for Humanity** @HabitatToronto 8 Aug  
Thank you @Holcim\_Canada for volunteering with us today @ our #Ritchie build site that will give the Sinato family affordable, safe housing!

 **Bob Chiarelli** @Bob\_Chiarelli 7 Feb  
Thank you! V important that all levels of govt and private sector work together RT @Holcim\_Canada: Great keynote @Bob\_Chiarelli at #ORBA!

 **Earth Rangers Centre** @ERCshowcase  
Putting old concrete to good use: our recycled aggregate driveway is done! @Holcim\_Canada @concretelass  
[pic.twitter.com/bD1RKVKe](http://pic.twitter.com/bD1RKVKe)

 **Charles Sousa** @SousaCharles  
Thank you "@Holcim\_Canada: Proud to have supported @SousaCharles Turkey drive w/ 100 turkeys for #Mississauga @Food\_Bank!"

 **Holcim Canada** @Holcim\_Canada 26 Jun  
#Halton #Healthcare Services RMX truck pours #concrete this morning at the new #Oakville hospital #construction site!  
[pic.twitter.com/PgvY2EXV](http://pic.twitter.com/PgvY2EXV)  
Retweeted by Georgetown Hospital



# Our social media presence could not have been successful without employee contributions

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Big thanks to our employees who volunteered @DailyBreadTO sorting 9000lbs of food which



Thank you l'Envolee School for joining #HolcimCanada & @EarthRangers at #Demix



#DufferinAggregates #Acton Quarry employees volunteer to plant trees w/ #BruceTrail Conservancy!



New ready-mix truck in support of #Halton Healthcare Services unveiled last week! Thank you to all the participants!



#MNR Rangers learning about #Milton Quarry's operations yesterday despite the rain!

# Internal call to action – We continuously encourage employees to share stories for social media



Articles in the quarterly employee magazine



Sharing social media news  
In our weekly newsletter



Hosting educational sessions for employees and management

# The Holcim Canada YouTube channel is a combination of corporate and grassroots videos

The screenshot displays the YouTube channel page for Holcim Canada. At the top, the YouTube logo is on the left, followed by a search bar and navigation links for 'Browse', 'Movies', and 'Upload'. A 'Sign In' button is in the top right corner. The channel banner features the Holcim Canada logo, a 'Subscribe' button, and statistics: 18 subscribers and 4,815 video views.

Below the banner, the main content area shows a list of videos. The first video is 'A Beautiful Songbird: The Wood Thrush, HD' by EarthRangersBBW, with 147 views. The second video is 'Demix Construction' with 205 views. A third video, 'Holcim Together for Communities - Ontario Launch', is highlighted with a larger view, showing 378 views and a description: 'In 2012, Holcim Canada celebrates the centennial of its parent company, Holcim Ltd., and the launch of the Together for Communities program.' Below it is another video, 'Holcim Canada Together for Communities Annual Clean Up of Rattray Marsh', with 182 views.

On the right side of the channel page, there is a 'holcim.ca' link and a table of channel statistics:

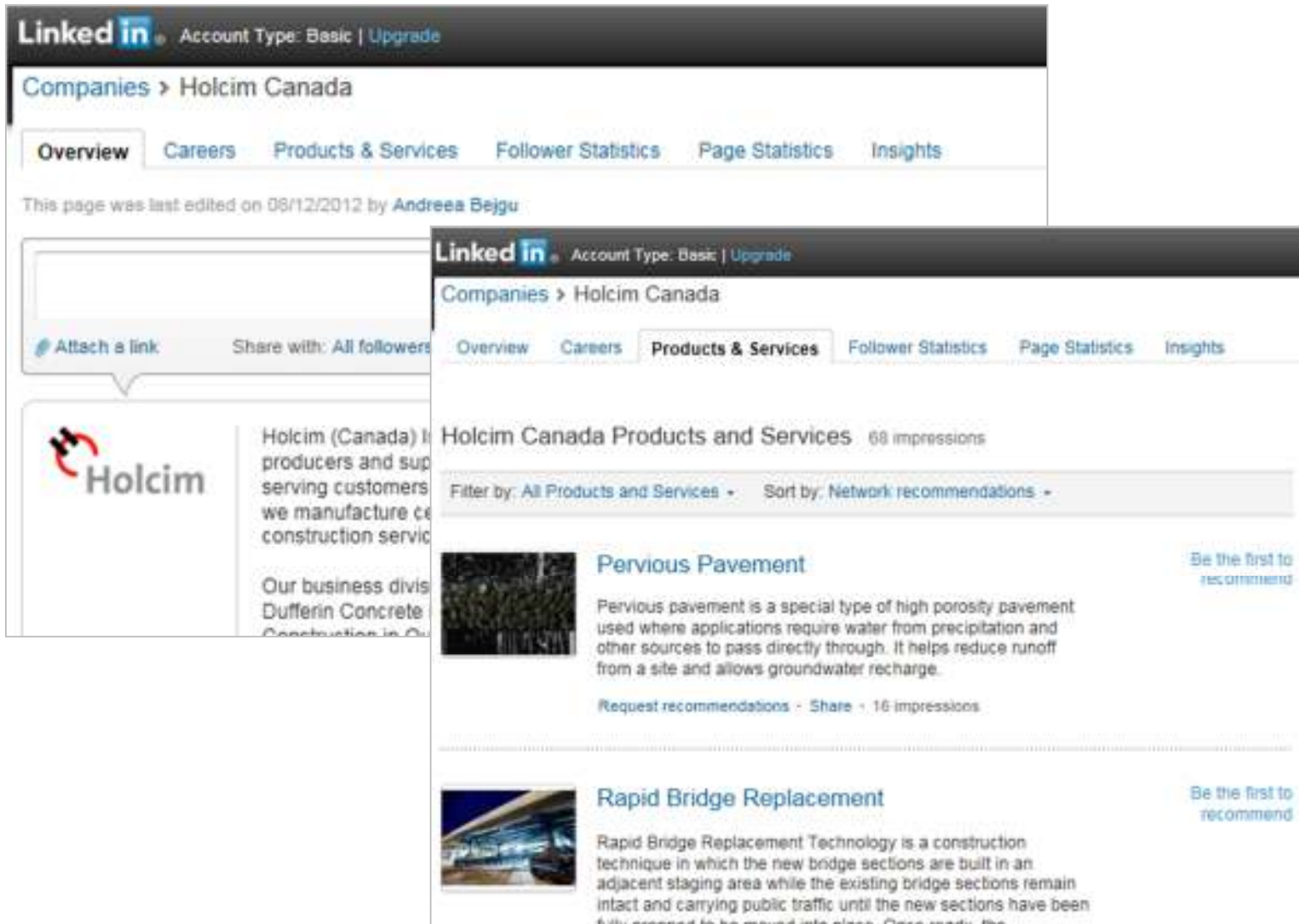
by Holcim Canada	
Latest Activity	Nov 3, 2012
Date Joined	Mar 3, 2011
Country	Canada

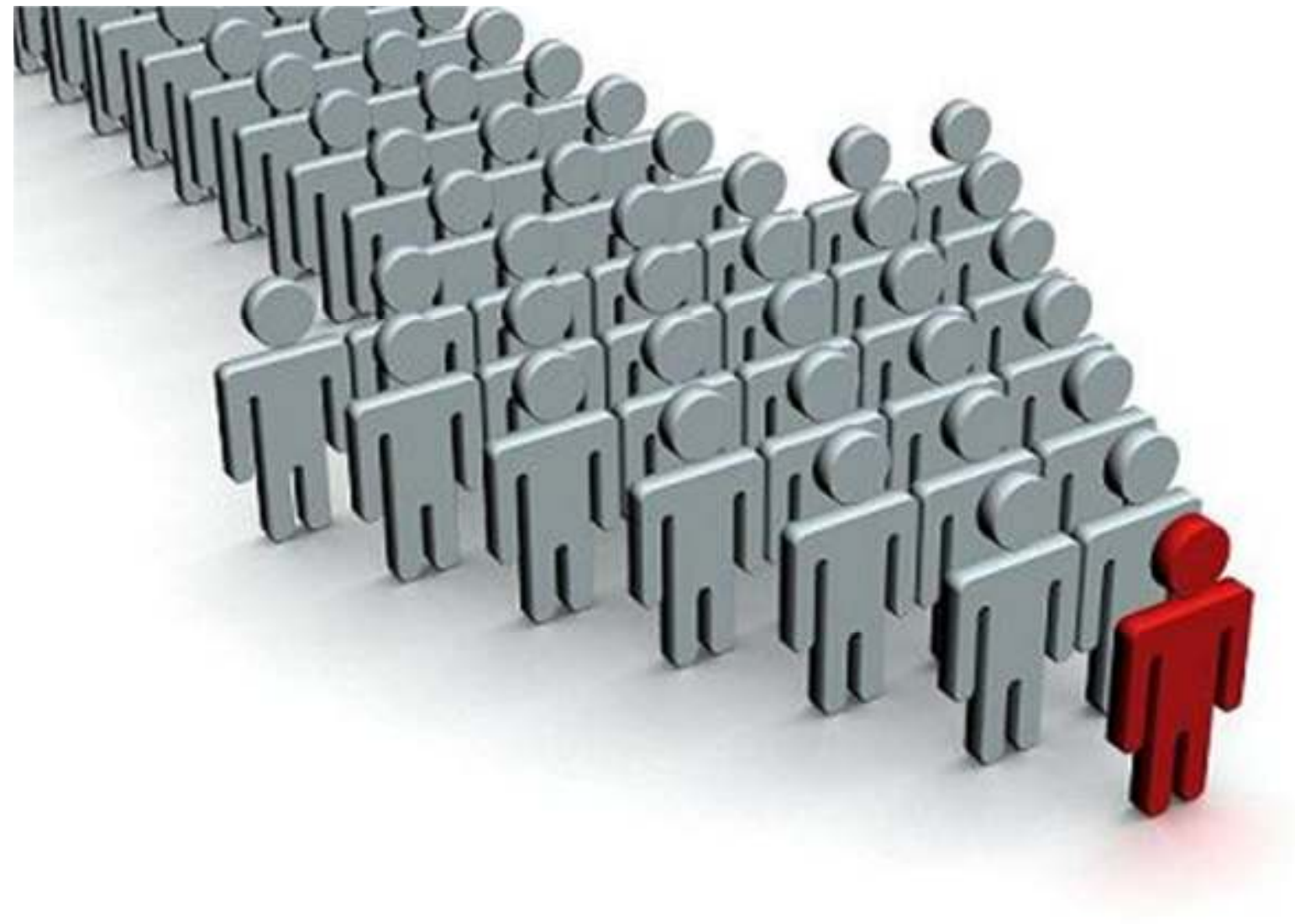
# Check us out on



The screenshot shows the YouTube channel page for 'Holcim Canada'. At the top, the YouTube logo is on the left, a search bar in the center, and 'Browse', 'Movies', 'Upload', and 'Sign In' on the right. The channel name 'Holcim Canada' is displayed with a 'Subscribe' button and '21 videos'. The main video player shows a sunset over a field of red flowers, with 'Holcim' and 'Earth Rangers' logos overlaid. The video progress bar indicates 0:01 / 4:15. Below the player are 'Like', 'Add to', and 'Share' buttons, and a view count of 214. To the right, a 'More from Holcim Canada's activity' section lists three videos: 'Holcim Canada at the 2012 Canada Green' (3:22, 147 views), 'Holcim - Ensemble pour nos' (3:04, 50 views), and 'Paul Ostrander: Holcim and the Earth' (3:46, 406 views). A 'Suggestions' section below lists 'Paul Ostrander: Holcim and the Earth Rangers' (3:46, 405 views).

# Our LinkedIn account is relatively new and we are currently populating it and preparing to promote it internally and externally





You are what your stakeholders *think* you are

# Follow us and contribute!

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The Twitter logo, featuring the word "twitter" in a light blue, lowercase, rounded font with a subtle drop shadow.The YouTube logo, consisting of the word "You" in black and "Tube" in white inside a red rounded rectangle.The LinkedIn logo, featuring the word "Linked" in black and "in" in white inside a blue rounded square.

**Andreea Bejgu**  
**[andreea.bejgu@holcim.com](mailto:andreea.bejgu@holcim.com)**



Holcim