



Example: StatCan Census Social Media Campaign Dissemination

Prepared by Statistics Canada

May 2016





Social Media Calendar - May 3-5, 2017

2016 Census Release: Age, sex and type of dwelling

Wednesday, May 3

- f t** **Infographic:** Dwellings in Canada
8:30 a.m.
- f t** #2016Census data on age, sex and types of dwellings are now out!
8:30 a.m.
- f t** **Infographic:** Population Trends by Age and Sex
8:45 a.m.
- f t** #2016Census shows a generational shift in Canada: #Seniors outnumber children for the first time!
8:45 a.m.
- f t** **VIDEO:** New #2016Census data on age and sex were released today! Learn more by watching our video.
9:00 a.m.
- f t** #Canada, how you have grown! We now have 25 times the number of #dwellings since Confederation!
10:00 a.m.
- f t** **VIDEO:** More baby boomers reaching age of 65: Largest increase in the share of #seniors since Confederation!
11:30 a.m.
- t** **Infobyte:** #DYK? Women represented 51% of the population in Canada in 2016!
1:00 p.m.
- t** #Canada has a younger population than most G7 countries!
3:00 p.m.

Thursday, May 4

- f t** **VIDEO:** The number of #seniors has increased in #Canada but there are large differences between regions.
10:00 a.m.
- t** **Infobyte:** In the 3 largest Canadian cities, #apartments are more common than single-detached houses.
11:00 a.m.
- f t** Use our dynamic age pyramids to see aging trends in #Canada over the years!
3:00 p.m.
- t** **Infobyte:** There are half as many men for every woman aged 85-99!
6:00 p.m.
- t** #Toronto stands tall! Three in ten dwellings are in buildings with 5 storeys or more.
8:00 p.m.

Friday, May 5

- f** #DidYouKnow? The #2016Census shows that Canada's population is older than it was in 1871!
10:00 a.m.
- f t** #DYK? 53.6% of dwellings in #Canada are single-detached houses.
3:00 p.m.
- t** From 2011 to 2016 the #senior population in Canada increased almost 5 times faster than the pop. of children under 15.
6:00 p.m.

- f** Like us on Facebook
- t** Follow us on Twitter!
- YouTube** Subscribe to our YouTube channel!

*Timing of posts is subject to change

