

nwmo

NUCLEAR WASTE
MANAGEMENT
ORGANIZATION

SOCIÉTÉ DE GESTION
DES DÉCHETS
NUCLÉAIRES

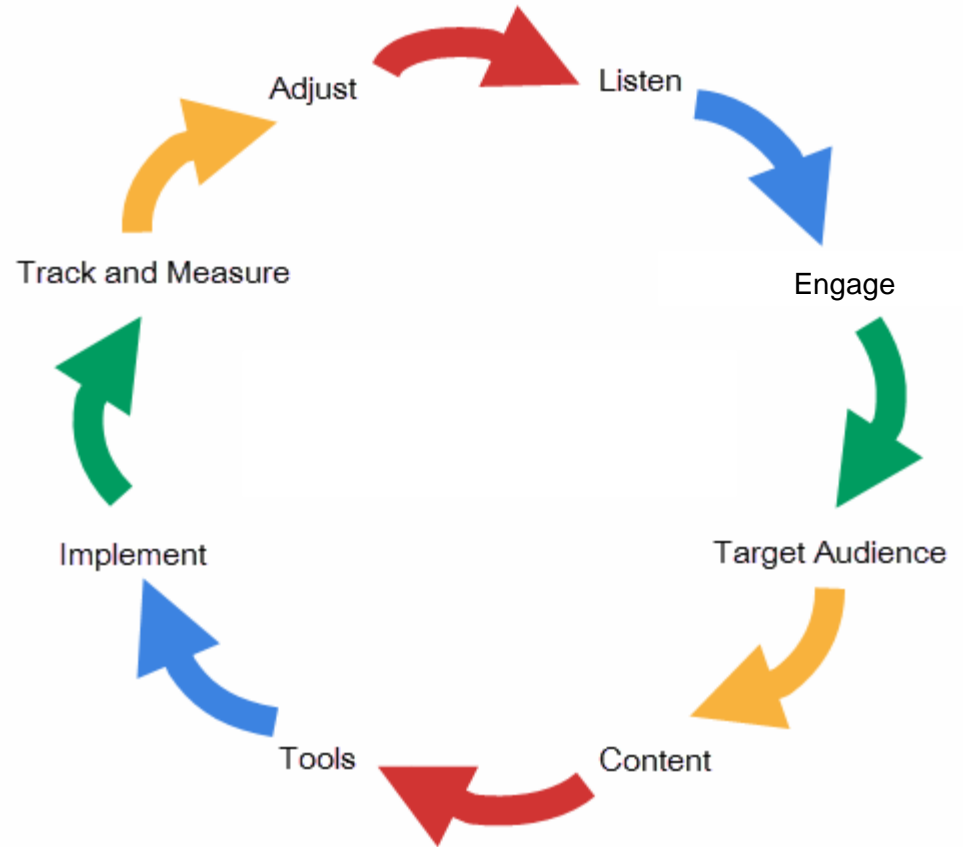


The NWMO & Social Media

Presented by: Asif Hossain
Digital Communications Program Lead
March 2018

Social Media Plan

We have one



Purpose

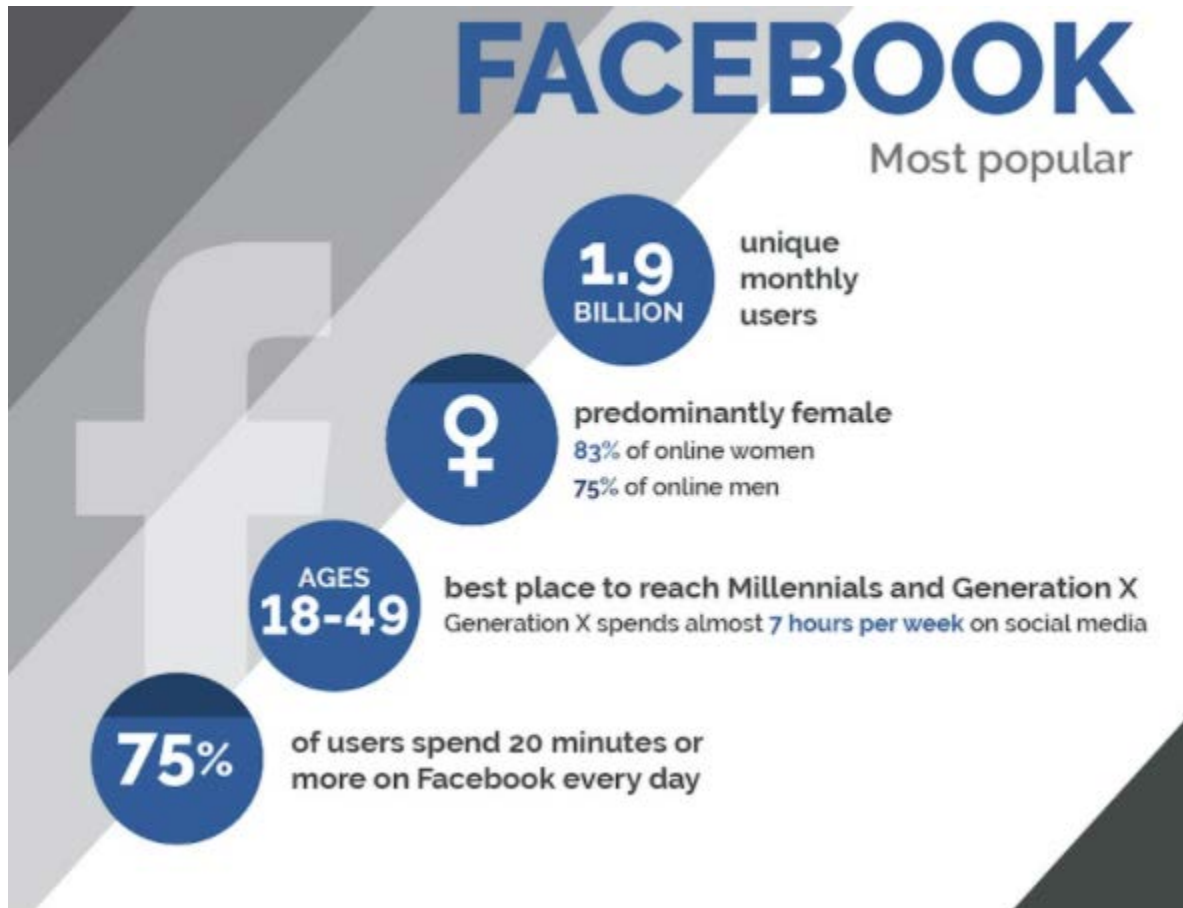
- Tell the NWMO's story in a way that engages the public, allowing them to understand the context of the APM project.
- Expand public engagement efforts into the social media space with two-way dialogue and conversation.

State of social media



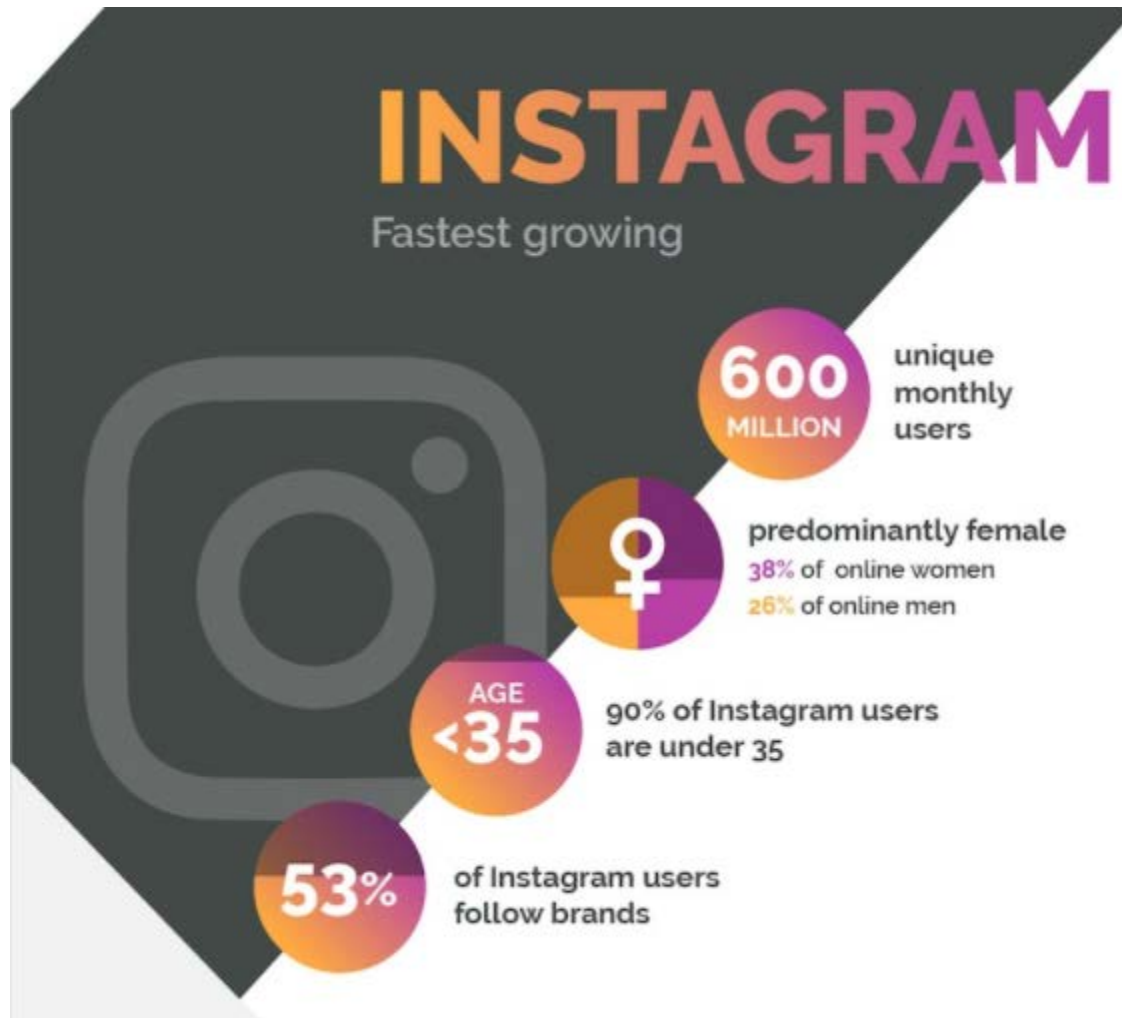
Source: Tracx

State of social media



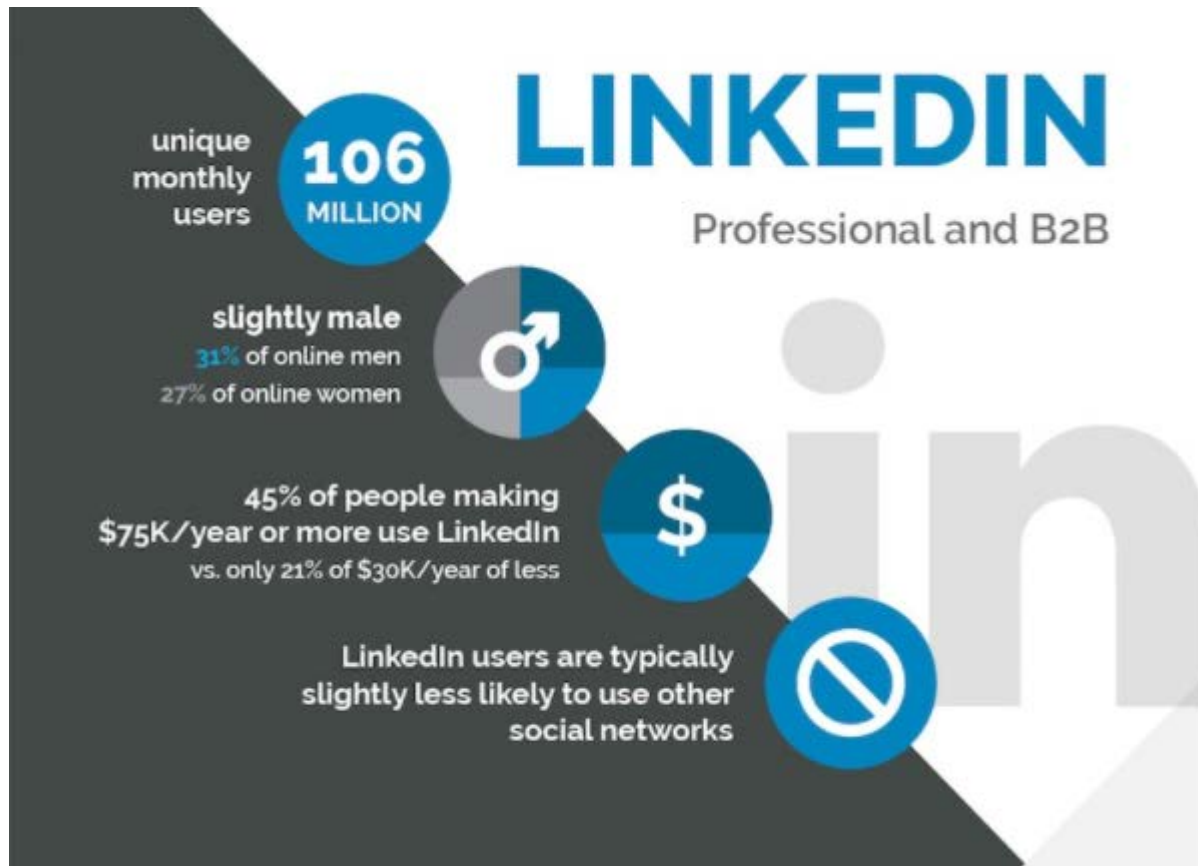
Source: Tracx

State of social media



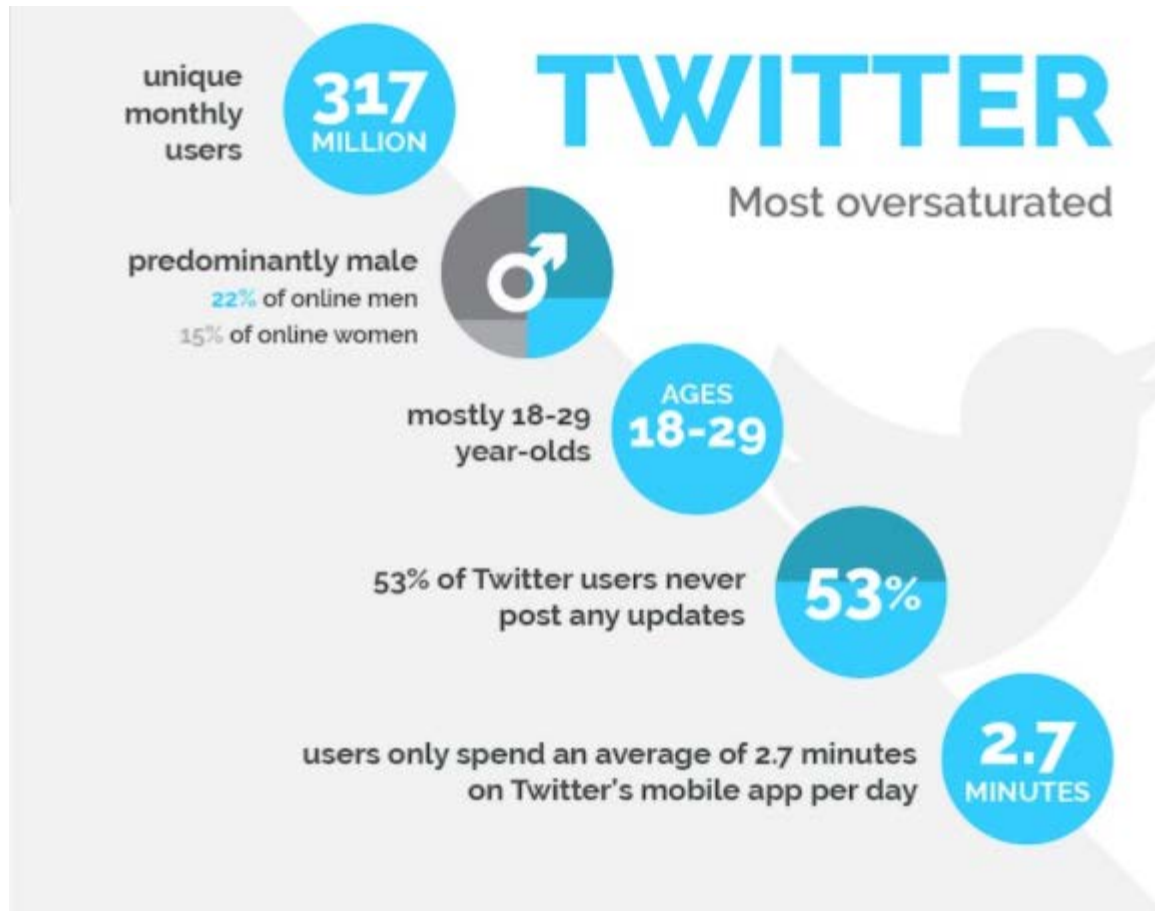
Source: Tracx

State of social media



Source: Tracx

State of social media



Source: Tracx

State of social media



301 Million



317 Million



85 Million

Monthly active users

Source: TechCrunch, Tracx

Today



Nuclear Waste Management Organization

Add a Button



Publish



Photo/Video



Live



Event



Nuclear Waste Management Organization

Utilities · Toronto, ON · 1,660 followers



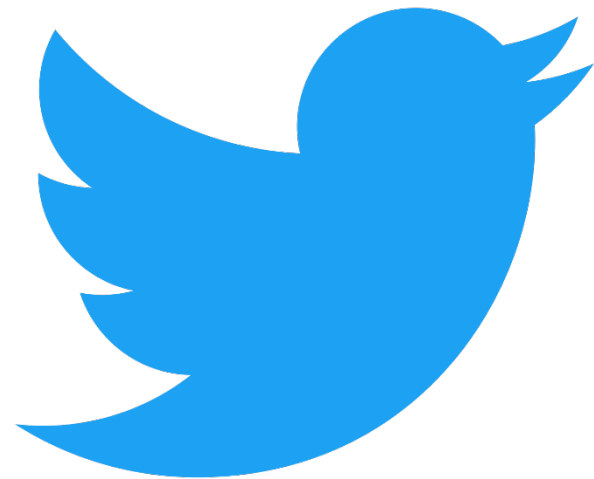
6 connections work here

Following

See jobs

Upcoming

@NWMOCanada



“

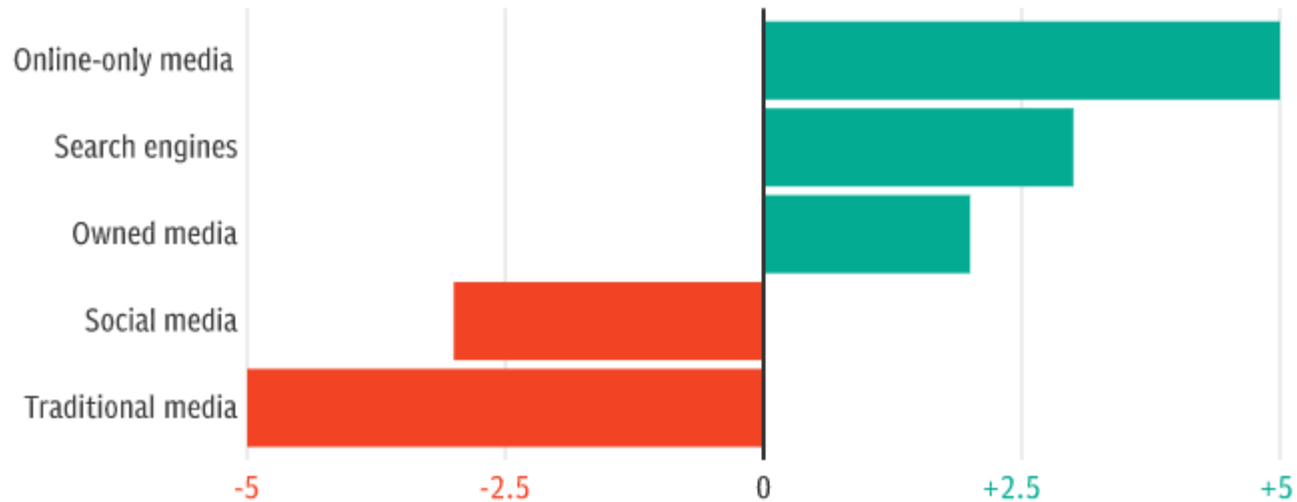
*Disinformation, misinformation
and fake news campaigns are
a real issue that we need to
be alive and alert to.*

”

**– Karina Gould
Democratic Institutions Minister**

Dangers of disinformation

People are losing trust in traditional media outlets
Percentage point change in trust scores 2012 to 2017



DATA: 2017 EDELMAN TRUST BAROMETER

Dangers of disinformation



58%



48%



42%

**How
Canadians
access
news**

Source: Ipsos monthly stats from May 2017

Changing the narrative

Our community is out there



Wendy WoodsWalker

The most dangerous part of this scenario is the transport of the radioactive material from Southern to Northern Ontario. People along the route have no say in this, although they are at the greatest risk.



2 wks Like Reply More



John McClelland

I saw a demonstration of the vessel the waste would be transported in. It's practically indestructible. <https://www.nwmo.ca/en/A-Safe-Approach/Transportation/Safe-Containment>



Safe Containment | The Nuclear Waste...

[nwmo.ca](https://www.nwmo.ca)

2 wks Like Reply More



Bruce Miecznikowski

The British tested it by Ramming a locomotive traveling 160 KM/hr into it. IT was thrown 30 meters. The containers which hold the containers are built in Niagara falls.

2 wks Like Reply More



Bruce Miecznikowski

(It didn't break after the train hit it)


2 wks Like Reply More

Changing the narrative

Our community wants to be engaged



Joyanne Jeffery

Say no to nuclear waste!  2

2 wks Like Reply More



Mike Kilby

You want sustainable power and heat in your home, a clean environment and fresh air, but won't deal with the by-product because you don't understand it. No wonder its impossible for governments to get anything done when people don't listen to logic anymore



1

2 wks Like Reply More



Porky Bond

They can start construction tomorrow in my opinion!

2 wks Like Reply More

Changing the narrative

Our community wants us to be more active on social



Mark Lake

The NWMO has to educate folks about nuclear waste disposal. They have not done a good job that I can see as public paranoia, as soon as they see a trefoil sign, skyrockets. They just do not have enough credible information to make an informed opinion/decision. So naturally people are not inclined to accept any such proposal as this.



2 wks Like Reply More

Thank You for listening.