



# Family Compass Waterloo Region

Guiding you to services for children and youth

## FamilyCompassWR.ca Marketing Package

For Children and Youth Planning Table Members and Partners

**#FamilyCompassWR**



Children and Youth  
Planning Table  
of Waterloo Region

In February of 2018, the Family Compass website ([FamilyCompassWR.ca](http://FamilyCompassWR.ca)) launched! This exciting resource was designed to be a go-to site for all services for children and youth, with the goal of making navigation of services easier for all in Waterloo Region.

As a member of the Children and Youth Planning Table, we are asking for your organization's help to promote Family Compass to the families and youth with whom you work, and to your staff. There are many ways to help promote Family Compass. Attached you will find a Marketing Package, in it you will find all the key information you'll need to promote the Family Compass.

**This package includes:**

1. [General information about Family Compass](#)
2. [Family Compass logos](#)
3. [Sample social media content](#)
4. [Family Compass banner and square advertisements](#)
5. [Family Compass postcards](#)
6. [Sample email to share with staff](#)
7. [Sample news stories](#)

**Next steps:**

Promote Family Compass! Use any of the information provided in this package to share news about Family Compass with partners, community members, families and youth. If you have any additional questions, please contact Jaime Jacomen, Virtual Access Team ([jaime.jacomen@ckw.ymca.ca](mailto:jaime.jacomen@ckw.ymca.ca)).

## General Information

**Website Link:** [familycompasswr.ca](http://familycompasswr.ca)

**Website Hashtag:** #FamilyCompassWR

**Suggested Twitter Handle:** @CYPTWR

## About FamilyCompassWR.ca

*"It is a great resource! A one stop shop, quick hit where the resources a parent needs to navigate the system are simple"*

- Community Member

This website is a go-to site for finding community-based services and supports for parents, youth and children in Waterloo Region. Visitors to Family Compass have 3 'doors' to choose from when they visit the site:

1. Search for Services – a self-search for local health, social and recreational services for children and youth
2. I Have a Concern – a tool to help parents, youth and caring adults find the best starting point organization to address developmental concerns in a child or youth
3. Resources for Parents – resources for parents to learn, find support and connect with other parents (via [Parenting Now](#))

Development of this go-to site for services for children and youth was a collaborative effort of the Children and Youth Planning Table, Special Needs Strategy Planning Table and Moving on Mental Health Strategy.



Guiding you to services for children and youth

## Family Compass Logo

[Logos can also be found on the Resources and Research page of the Children and Youth Planning Table Website.](#)

Feel free to include the logos on your website, in social media posts, and anywhere else you promote Family Compass. If posting the logo on your website, consider using it as a button and hyperlink to [www.familycompasswr.ca](http://www.familycompasswr.ca). **When you include a link to Family Compass on your website, you provide families and youth with easy access into the full range of services and supports in the full system.**

Use which ever logo fits best!



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## Sample Social Media Content

The content below is a sample of what could be distributed via your social media outlets. Don't forget to include the Family Compass logo, screen shots of the website, or other related photos with your posts. Please modify this content as you see fit or create your own!

### Sample Tweets

- Looking for resources for children and youth in Waterloo Region? Not sure where to start? Check out [FamilyCompassWR.ca](http://FamilyCompassWR.ca)! A one-stop website guiding you to resources for children and youth. #FamilyCompassWR
- #DYK Waterloo Region has a resource for children, youth and families! Check out [FamilyCompassWR.ca](http://FamilyCompassWR.ca) to connect with existing programs, find recreational opportunities, connect to parenting resources and more! #FamilyCompassWR
- Do you have a concern about your child or youth, but aren't sure where to start? Check out the "I Have a Concern" tool on [FamilyCompassWR.ca](http://FamilyCompassWR.ca). Answer a short confidential survey and get connected with a service provider who can help. #FamilyCompassWR
- Find resources for children, youth and families – any time, anywhere – with the "Search for Services" option on [FamilyCompassWR.ca](http://FamilyCompassWR.ca). Browse by category, organization or neighbourhood to find the right services for you. #FamilyCompassWR
- Hey #WaterlooRegion – Have you heard about Family Compass? Check out [FamilyCompassWR.ca](http://FamilyCompassWR.ca) today to find local services supporting children and youth. #FamilyCompassWR
- 3 doors – 3 possibilities to get you connected to the right services for children, youth and families in #WaterlooRegion. Visit [FamilyCompassWR.ca](http://FamilyCompassWR.ca) to search for services, get connected to a local organization, or connect with @ParentingNowca #FamilyCompassWR
- Hey #WaterlooRegion – want to find local walk-in counselling services? Or early years programs in your neighbourhood? There's a website that can help. Visit [FamilyCompassWR.ca](http://FamilyCompassWR.ca) to find local resources serving children, youth and families. #FamilyCompassWR

## Sample Facebook Posts

The content below is a sample of what could be distributed via your social media outlets. You are welcome to include the logo, screen shots of the website, or other related photos. Please do modify this content as you see fit, or create your own!

- Want to know what resources are available in your community? Have some concerns about your child's development, but aren't sure where to start? Looking to connect with other parents? **Family Compass** is the website that can help! [FamilyCompassWR.ca](http://FamilyCompassWR.ca) is the go-to website to help guide families to resources in the Waterloo Region. With 3 options: Search for Services, I Have a Concern, and Resources for Parents, families will be able to connect to information and resources, any time, anywhere.
- Check out [FamilyCompassWR.ca](http://FamilyCompassWR.ca)! Find and connect to local services for children, youth and families. The website offers three doors to help you find the resources you need.
  1. **Search for services:** a self-search database for local health, social and recreational services for children and youth.
  2. **I Have a Concern:** do you have a concern about your child's development? Answer a few short, confidential questions to get connected to a local organization that can help.
  3. **Resources for Parents:** connect to Parenting Now to learn, find support and connect with other parents.



- Have you heard? Waterloo Region has a great website to guide you to services supporting children, youth and families. [FamilyCompassWR.ca](http://FamilyCompassWR.ca) offers three options to help you find what you're looking for: a self-search database of local services; a tool to connect you to a local organization to address concerns about child/youth development; and a link to Parenting Now to access resources for parents.



Guiding you to services for children and youth

## Banner and Square Advertisement

[The banner and square advertisement can also be found of the on the Resources and Research page of the Children and Youth Planning Table Website.](#)

Feel free to use either the banner or square advertisement on your website, in a newsletter or as part of your email signature!



### PARENTS

Want to know where to find services for children and youth?  
We can connect you in minutes.

[FamilyCompassWR.ca](http://FamilyCompassWR.ca)



## Post Card

[The post card can be found of the on the Resources and Research page of the Children and Youth Planning Table Website.](#)

You can print the post card from the Children and Youth Planning Table website or contact Emily Halsband ([e.halsband@dscwr.com](mailto:e.halsband@dscwr.com)) for additional copies. [French version of the post card is available online.](#)



- Quick and easy to navigate.
- One-stop resource for all local services supporting children and youth.
- Search from anywhere.
- No guessing who to contact when you have concerns.

[FamilyCompassWR.ca](http://FamilyCompassWR.ca)





## Sample Email to Share with Staff

Family Compass ([FamilyCompassWR.ca](http://FamilyCompassWR.ca)) offers a one-stop website to guide families and youth to local services that meet their needs, Family Compass includes a tool that was the first of its kind in Waterloo Region.

This website is a the go-to site for finding community-based services and supports for parents, youth and children in Waterloo Region. Visitors to Family Compass have 3 ‘doors’ to choose from when they visit the site:

1. Search for Services – a self-search for local health, social and recreational services for children and youth
2. I Have a Concern – a tool to help parents, youth and caring adults find the best starting point organization to address developmental concerns in a child or youth
3. Resources for Parents – resources for parents to learn, find support and connect with other parents (via [Parenting Now](#))

Family Compass can be used to explore service options, keep up to date on what is being offered in our community, and support families and youth in navigating the system.

Development of this go-to site for services for children and youth was the collaborative effort of the Children and Youth Planning Table, Special Needs Strategy Planning Table and Moving on Mental Health Strategy.

It makes it easier to connect the families and youth that we support to the full range of services in our community.

## Sample News Stories

The following stories are sample news stories that can be included on websites and/or newsletters. Don't forget to include the Family Compass logo, screenshots of the website, or any other related photos with the stories.

### Long News Story

*"It is a great resource! A one stop shop, quick hit where the resources a parent needs to navigate the system are simple." (Community Member)*

[FamilyCompassWR.ca](http://FamilyCompassWR.ca) is the go-to site for finding community-based services and supports for parents, youth and children in Waterloo Region. Launched in 2018, the site offers 3 "doors" to site users:

- **Search for Services** – self-search for local health, social and recreational services for children and youth
- **I Have a Concern** – a tool to connect you to a local organization that can help address concerns with a child or youth
- **Resources for Parents** – resources for parents to learn, find support and connect with other parents (links to [Parenting Now](#))

Children and Youth Planning Table Virtual Access Chair, Jaime Jacomen explains "Our goal from day one was to help families and youth more easily navigate and access the services in Waterloo Region." [FamilyCompassWR.ca](http://FamilyCompassWR.ca) was in development for a year, supported by members of the Children and Youth Planning Table, in partnership with the Special Needs Strategy Planning Table and Moving on Mental Health initiative. The easy and interactive website provides a one-stop resource for locating the right service for children, youth and families in Waterloo Region.

### Short News Story

*"It is a great resource! A one stop shop, quick hit where the resources a parent needs to navigate the system are simple." (Community Member)*

[FamilyCompassWR.ca](http://FamilyCompassWR.ca) launched in February of 2018 as the go-to website for children, youth and families that offers three options to help you find what you're looking for. **Search for Services:** a self-search database of local services. **I Have a Concern:** a tool to connect you to a local organization to address concerns about child/youth development. **Resources for Parents:** a link to Parenting Now to access resources for parents.

[FamilyCompassWR.ca](http://FamilyCompassWR.ca) can be accessed any time, anywhere. Visit today!