



# Regional Innovation Network communications toolkit

Alberta Innovates  
April 2021

Learn how [albertainnovates.ca](https://albertainnovates.ca)

## Background

We started the province's Regional Innovation Networks 12 years ago as part of the 2008 provincial Action Plan for Bringing Technology to Market. Since then, three expanded to eight creating a province-wide network ready to assist Alberta technology and knowledge-based companies with coaching, networking and access to capital.

***Your work is part of a bigger picture, a picture of a vibrant and exciting Alberta research, innovation and entrepreneurial ecosystem. And we're proud to play a role with you.***

The goal of each Regional Innovation Network is to create a community-based network of programs and services to accelerate the growth of technology and knowledge-based businesses. The goal of the Alberta Innovation Network is to leverage network assets province wide to elevate Alberta's entrepreneurial ecosystem. We do this by following the principles, as created by the Regional Innovation Network themselves:

- Technology and knowledge-based entrepreneur-centric
- Pan-Albertan
- Community based
- Interconnected-sharing and learning
- Adaptable
- Collaborative governance.

## Goal of the toolkit

Our mutual goal is to see Alberta entrepreneurs become successful, to help build their businesses and to showcase the great work happening in each area of our province.

The goal of the toolkit is to provide you with resources, ideas, and a common way to move forward in promoting the support we have for one another and for our clients' successes.

As the primary funder of the Regional Innovation Networks, we want you to have tools and resources to achieve these goals.

What we've included below will help you communicate and promote your RIN's work to a broader audience, through stories and social media. In addition, we've included conventions on how and when to refer to us as a primary funder of your specific network.

## Telling your story

An important part of your journey as part of the Alberta Innovation Network is telling your and your clients' stories. We can help with that and here are a few ways:

- Share your events with us, so we can promote them on our website.

- Working with the media? Let us help. We have media training and coaching.
- Shout your clients' stories from the roof tops! (see below)
- Share your events across the Alberta Innovation Network (see other events below)

## Other events in the ecosystem

When you see an event in your region that focuses on Innovation and you think the provincial government and Alberta Innovates would be interested, please notify [Communications@albertainnovates.ca](mailto:Communications@albertainnovates.ca) and the Regional Innovation Network program managers. We'll explore how Alberta Innovates can participate. If Regional Innovation Network support is not a fit or the opportunity is larger than the Alberta Innovation Network we'd like to know. It could be useful information for someone!

## Shout your client's stories from the rooftop!

Let's work together to promote the work you and your clients are doing in your part of the province. Here are a few ideas:

1. Have your clients notify the media and other stakeholders of the grant or support they've received and how it benefits their organization or project. Have them describe their work in an active voice that promotes how it's going to benefit their community and the rest of Alberta. Reach out to us about promoting their story through our social channels, and potentially on our website. If you create a story for your RIN's website, let us know so we can amplify the story.
2. Encourage your clients to [submit their story of innovation](#) to the Learn How campaign. It's important that we recognize and share the stories of innovative breakthroughs that are happening right here in the province to inform, inspire and activate support for the critical work impacting Alberta and beyond. For more information on this campaign and to submit stories of innovation, visit [LearnHow.albertainnovates.ca](http://LearnHow.albertainnovates.ca)
3. Post messages on your social media profile and tag us so we can amplify your message. We're active on social media, and can help you reach a larger audience:

LinkedIn: Alberta Innovates

Instagram: @AlbertaInnovates

Twitter: @AbInnovates

Facebook: @AlbertaInnovates

4. We know our RIN partners have strong local connections. While as a government agency, we all acknowledge that government dollars are not intended for lobbying, we support your continuing relationships with local, regional government and civic representatives to tell them about the work your RIN is doing and who your clients are. This gives you an opportunity to socialize your good work among a larger audience whose focus is on promoting the activities in their jurisdictions. You can do this by:
  - Tagging them in your social posts,
  - Inviting them to attend your events and presentations, and
  - Offering them the opportunity to present remarks.

## Promoting our role in your network's activity

When you make your client's work public through news releases, media interviews, announcements, presentations, signs, publications, and more, please mention us and our role in helping you. This not only connects your work with a provincial organization, but it also helps promote the Alberta Innovation Network.

We are very appreciative of any time you can give us a "shout out." An acknowledgment as simple as "with the support of Alberta Innovates" can go a long way in helping raise awareness of the Regional Innovation Networks and the Alberta Innovation Network.

## Recognizing Alberta Innovates

As the base funder and supporter of the Regional Innovation Networks and the Alberta Innovation Network, we require each of the Regional Innovation Networks to show consistent Alberta Innovates branding and messaging on their websites, presentations/collateral and events to show the value and the impact our ongoing support has on each of the networks.

***It's important that you recognize Alberta Innovates as base funder and partner of innovation-related events where RIN funding or funded assets are leveraged.***

Use our logo and the following statement to acknowledge us as a funder and partner on your website, in presentations, and at events.

Example of written recognition to use online and in marketing collateral: "Alberta Innovates funds and partners with the [insert RIN name] to achieve its goals."

Example of verbal recognition to use at events and in presentations: "I would like to acknowledge Alberta Innovates for supporting and partnering with [insert RIN name]."

The Alberta Innovates logo\*

*Orientation:*

It is preferred that the horizontal logo be used whenever possible. A vertical version of the logo was designed for use on materials where a horizontal logo would not be suitable.

*Size:*

To preserve the integrity of the logo, a minimum size for use has been set for use in print and electronic media, such as websites. The minimum width of the logo is 1.75 inches.

*Clear space:*

To ensure that the logo does not get too crowded by other visual elements, a minimum clear space of a quarter of an inch has been set. No other visual elements or type should infringe on this space.

*Logo misuse:*

To maintain the integrity of the logo, its colours and typefaces may not be changed. Its shape should not be distorted. Any alteration to the logo's original design will detract from the professional image of Alberta Innovates.

\*Please refer to our Brand Guidelines for more information on using the Alberta Innovates logo. You can get the logo, guidelines and more by visiting our [Communications toolkit for clients](#) web page. If you require a vector file or something different, please contact [Communications@albertainnovates.ca](mailto:Communications@albertainnovates.ca)

As always, please reach out to us at [Communications@albertainnovates.ca](mailto:Communications@albertainnovates.ca) if you have questions!