



## **YourSay – Connecting Communities**

The Social Housing Services Corporation (SHSC) is committed to raising the profile of housing as a valuable asset to Ontario's neighbourhoods with a vital role to achieving individual well-being, economic and social inclusion and environmental sustainability. By working with residents, municipalities and housing providers to generate value-added solutions to existing challenges, SHSC aims to be a leader in social innovation – “a new idea that works for the public good” or the “remaking or reuse of an old idea to meet social needs more effectively”.

Social Innovation & Partnerships at SHSC is focused on developing and piloting new products, programs and services to directly improve the quality of life for low and moderate income Ontarians. The concept of “Tenant TV” is one such innovation. It includes a customer survey and communication tool and a web based TV channel to be piloted as YourSay.ca in select Ontario sites in spring 2011.

The YourSay touch screen improves communication and captures comments, quantitative and qualitative feedback in one interaction. It saves paper, addresses language and literacy issues and provides consistent messaging on pre-recorded video segments accompanied by captions. Users leave audio, video and text comments that can be uploaded as data, testimonials and provide a feedback loop to inform future planning and customer satisfaction. An easy to use admin menu offers quick survey creation and video content that focuses the conversation.

YourSay tells you if you're doing a good job, need improvement or when there is a great idea out there you simply haven't thought of. It's a great addition to community meetings, in property management offices or when rolling out a new program or initiative.

YourSay includes a community-based web TV and social networking site (in development). Through YourSay web TV, providers and community members will have their own web TV channel to submit video, share information, promote environmental initiatives, local events, documentaries, cooking and gardening tips, highlight local talent and emerging ideas. It's a way to communicate and create global online communities.

## **YourSay**

Connects communities to share ideas and information, create online groups about issues that matter and engage in real time conversation through audio, video and text comments.

## **YourSay**

Provides real time customer feedback, tells you if you're doing a good job, need improvement or when there is a great idea out there you simply haven't thought of. It adds value when rolling out a new product or initiative.

## **Why Use YourSay?**

Six Top Reasons to Use YourSay:

- Gets your message out clearly and connects you to valuable tips
- Connects and engages communities
- Saves energy and it's interactive
- Promotes local events, talent, environmental initiatives
- Captures customer feedback and testimonials
- Its fun and its easy!! The films are useful and entertaining!!

## **About Us**

The YourSay Team is a group of global entrepreneurs committed to generating sustainable solutions for social and economic health. We use social media, film and interactive communication technology to connect people, profit and the planet.

**Social Housing Services Corporation (SHSC)** is a Canadian non-profit that delivers sustainable, value-added products and services to the Ontario housing sector to improve the quality of life for low and moderate income residents. SHSC is funding and incubating YourSay to improve communication, idea generation and customer feedback between housing providers, residents and municipalities.

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