

Introducing Marketing Specialist Regina Bakhitova

Meet BCCSA's new marketing specialist, Regina Bakhitova. For the BCCSA's new marketing specialist, Regina Bakhitova, social media is an art as well as a science. Sure, "shares" and "likes" are always welcome, but she says the true measure of success for a social media campaign is the way in which it favourably influences its target audience.

"I love doing research and analytics on social media," she says. "My own gut feeling helps, but most of my strategies are data-driven."

Regina led the charge to establish the Alliance's first Instagram account — because the data led her there.

"The BCCSA has multiple audiences that we need to approach and you can predict what social media channels they use," she explains. "If we're talking to an older audience it would be Facebook. A little younger and it would be Twitter, or X. If we're talking to professionals, it would be LinkedIn. But if we're talking about a 20-something audience, we're talking about Instagram. Our channel has grown organically since we launched it."

Her goal is to grow the Alliance's social media presence, but not simply to reach a lot of followers.

"We're changing people's lives by helping them create a safer future for themselves and ensuring they get home safe and sound after a long day of work," she says. "For the Alliance, it's crucial to prioritize the quality of our content over the number of followers."

In her spare time, Regina enjoys hiking and hands-on hobbies that include gardening and sewing.

"I'm really passionate about sustainability," she says. "Growing your own vegetables or creating your clothes helps the environment and brings a sense of pride in your achievements. I believe humanity needs to return to its roots and reduce the consumption of unnecessary items."