Communications

OBJECTIVES AND TACTICS

1. Communicate strategically with alumni, parents and friends of the University to create and enhance affinity.
   - Manage Facebook, Instagram, LinkedIn, or Twitter group accounts for the Community
   - Create ’Canes Community badges/filter for social media that individuals can share

2. Create suite of content that articulates the connection and importance of alumni and student relations in collaboration with the University’s communications and digital engagement guidelines.
   - Promote student-led events and mentoring programming such as Cane2Cane; Support Summer Sendoff
   - Promote C.A.N.E.S. branded programming such as ’Canes Day of Service, Global Networking Night, and Welcome to the Neighborhood
   - Identify alumni stories