Communications Plan

OBJECTIVES AND TACTICS

1. Communicate strategically with alumni, parents and friends of the University to create and enhance affinity.
   - Manage Facebook channel for the Community
   - Create ‘Canes Community badges/filter for social media that individuals can share
   - Engage social influencers to promote Community engagement (unpaid)

2. Create suite of content that articulates the connection and importance of alumni and student relations.
   - Promote student-led events and mentoring programming such as Canes2Canes
   - Promote C.A.N.E.S. branded programming such as ‘Canes Day of Service, ‘Canes Unite, and ‘Canes Connect.
   - Identify alumni stories

3. Launch new engagement opportunities for target constituents.
   - Develop alumni volunteer program
   - Increase special event offerings to attract a wider audience