

Communications Plan

OBJECTIVES AND TACTICS

- 1. Communicate strategically with alumni, parents and friends of the University to create and enhance affinity.**
 - Create 'Canes News: A monthly newsletter sent to members with a top story and upcoming events
 - 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 Explore, and Global Networking Night
 - Identify alumni stories

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