

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