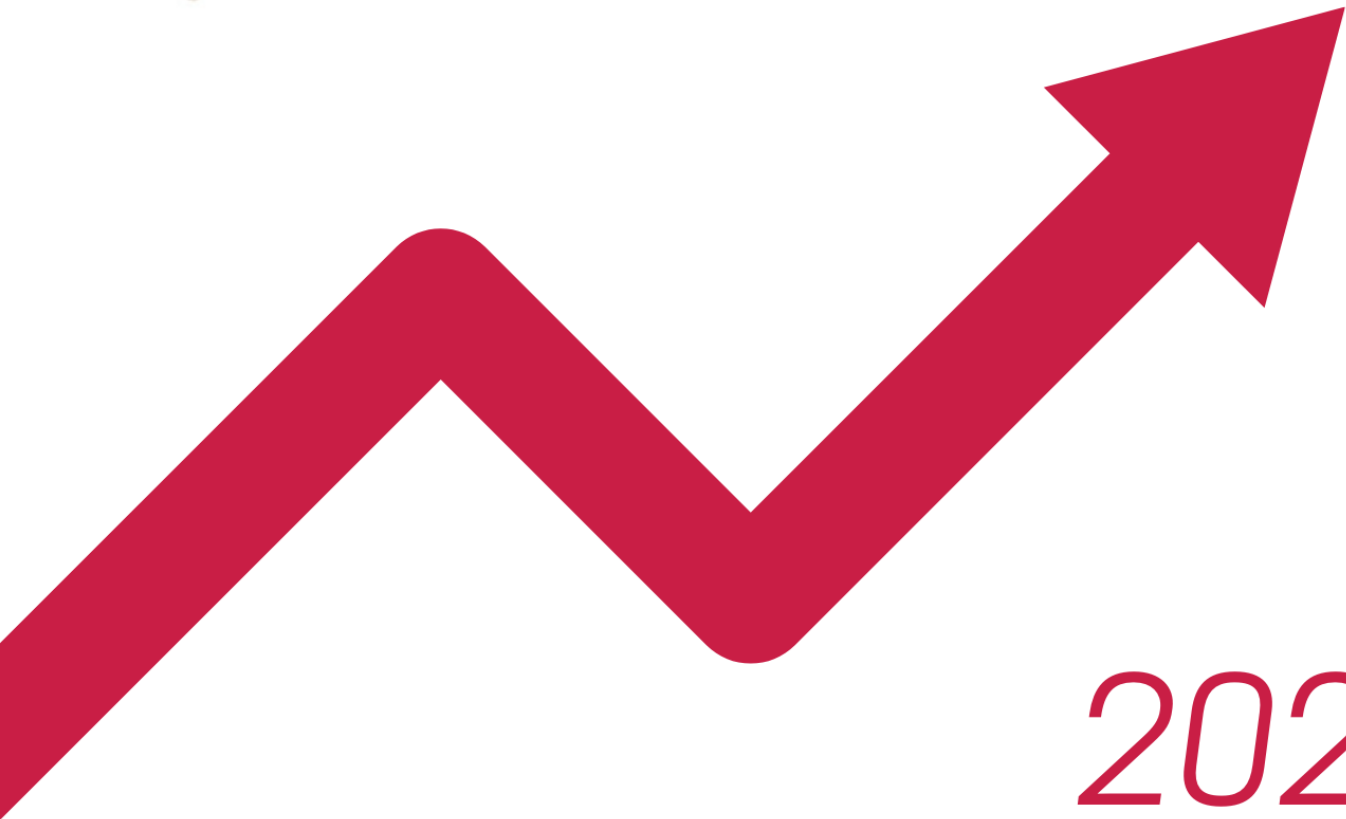




2025
**CRECOMM
LINKEDIN**
*STRATEGIC
COMMUNICATION
PLAN*

Jackson Bachewich
January 7 - March 14

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Introduction

This strategic communication plan aims to increase the visibility and engagement of the CreComm LinkedIn page by focusing on key audiences: prospective students, alumni and industry professionals. Through a mix of targeted LinkedIn content, events, and direct outreach. The goal is to elevate program awareness, boost applications, gain a larger LinkedIn following and grow alumni involvement.

The need for this plan starts from the competitive nature of the communications industry and CreComm's need to strengthen its digital presence. Challenges such as the need to attract more qualified applicants highlight the importance of this communication strategy.

This plan focuses entirely on external publics and includes content strategy, event management and outreach efforts. Internal communications or program changes are not part of this plan. This plan will be executed over the course of two months, from January 7 to March 14, 2025, allowing our tactics to drive engagement and achieve our objectives within this timeframe.

Objectives

- Increase the number of CreComm LinkedIn followers by 15 per cent (from 938 to approximately 1100) by March 14, 2025, through targeted content strategies, measured by LinkedIn analytics.
- Increase alumni engagement with the program and LinkedIn page by 15 per cent by March 14, 2025, measured through comments, shares and participation in events and seminars.
- Showcase CreComm's workforce readiness by posting eight student success stories or project highlights by March 14, 2025, with a goal of reaching 50 likes per post with at least 30 per cent of engagement coming from industry professionals. Measured through LinkedIn analytics.
- Increase engagement (reactions, comments, and reposts) by approximately 20 per cent by March 14, 2025, aiming for an average of 40 reactions, seven comments and five reposts per post. Engagement will be measured consistently using LinkedIn analytics.

Situation Analysis

Catalysts and Context

The need for this communication plan comes from both external and internal factors impacting the CreComm program. Externally, there has been a lower number of qualified applicants and increasing competition from other communication programs in Manitoba. Internally, the CreComm LinkedIn has not fully capitalized on promoting what makes this program so special, which has led to missed opportunities for visibility and engagement. Addressing these factors is critical for maintaining the program's competitive edge and sustainability.

SWOT

The CreComm LinkedIn page has a large potential based on its foundation of 938 followers, grown within a span of six months. All these followers have found the LinkedIn page organically and most have a connection to the program. This allows for each current and new follower to increase the reach and visibility of the page on their own profiles. We can leverage this strength, by connecting with our audience through interactive, engaging and sharable content.

CreComm has strong alumni connections, who are big resources for networking, mentoring and advertising the program through word of mouth. Alumni are already familiar with the program and the LinkedIn's biggest demographic. We need to encourage alumni to participate in discussions, share their experiences and recommend the program to prospective students interested in the industry.

The user LinkedIn data provides insights on when our engagement spikes and dips. This data allows us to tailor content specifically for different key publics at specific times ensuring we are addressing their interests and needs through personalized posts.

LinkedIn's ability to share multi format content – including videos, images, job postings and articles – increases our ability to reach specific audiences who prefer specific content. This allows CreComm to showcase its up-to-date curriculum and student projects in different media formats. Focusing on promoting students work will show the practical skills students are gaining and the programs real world impact.

CreComm has a great reputation around the communications industry for their hands-on learning style which makes students highly employable. This strength can be shown by highlighting our students with workplace ready skills that are highly sought after in the communications industry.

No communication program in Manitoba uses LinkedIn in this way, giving us a significant competitive advantage when it comes to connecting with our key publics.

One challenge CreComm faces on LinkedIn is the premium costs, which can limit access to advanced features that could enhance engagement. However, there are ways to mitigate this by focusing on free or low-cost strategies. By creating a content schedule with engaging and interactive posts for an already engaged community, the page can maintain visibility without adding extra costs. Using interactive posts will help build engagement organically.

Although CreComm has a great reputation for post grad employment, it also has a reputation of being difficult and intense. To address this, the LinkedIn content should emphasize the program's support systems, such as tutoring, mental health resources, academic success centres, mentorship and possible accommodations to reassure prospective students these resources will help make the program more accessible and approachable.

Lack of event resources is another limitation, as off-campus events can be costly, which could restrict networking opportunities between our key publics. This can be mitigated by focusing on free on-campus event spaces and live stream events.

The most glaring issue with the page is the lack of time and resources to make a consistent posting schedule, which can impact the growth and engagement of the LinkedIn page. Establishing a content calendar and giving responsibilities among students and faculty can help create a more regular posting schedule.

Student and faculty often lack the time and financial resources to manage and grow the page consistently. Addressing this requires the team to focus on realistic and sustainable content creation to help manage the page.

There is a clear opportunity to showcase the thriving communications industry in Winnipeg. With skepticism around the long-term life of the communications industry, CreComm can use its platform to publish regular content that highlights how the industry is not only thriving but evolving. This content will aim to reassure prospective students they are entering a growing profession.

Collaborations with industry professionals and alumni can strengthen the program's credibility. Hosting live sessions with guest speakers or alumni allows students to see real-world connections and job opportunities.

Posts that highlight mentorship, job postings, and alumni success stories can attract future students by showing the benefits of completing the program. These stories, combined with examples of how CreComm stays adaptable to communication trends like social media and AI, can position CreComm as one of the top communications programs in Canada.

Sharing student projects and experiences will be key to demonstrating the creativity and hands-on learning at CreComm. Regularly featuring student work, field trips and guest speakers will highlight the program's fun side and will show its commitment to providing a real-world experience.

CreComm faces several significant threats, mostly affecting the ability to attract prospective students. One of the main challenges is the presence of competing communication and media programs in Manitoba, which are perceived as easier and less intense. This could drive away students who are looking for a more manageable experience. To mitigate this, CreComm needs to continue emphasizing its grad success rates, connections to the industry and hands-on learning approach, showing how they are better than their competitors.

Younger people without established professional careers are less likely to be active on LinkedIn, limiting CreComm's ability to reach this key demographic. These younger audiences are more active on platforms like Instagram, TikTok and X, where competing programs have a stronger presence. To mitigate this, CreComm should focus on reaching industry professionals and alumni to get their messages across through word of mouth.

Key Public Analysis

Primary Public: CreComm Alumni

Success with this strategy would increase traffic to the CreComm LinkedIn page from this audience which would directly feed into the “CreComm Lifecycle.” We have a valuable opportunity to showcase our alumni through posts, events and courses/seminars on our LinkedIn page.

To engage alumni, communication needs to be professional and relevant to their current career stage. LinkedIn is the primary platform for delivering content related to career growth, achievements and professional opportunities.

CreComm alumni are both enablers and influencers to this plan. Alumni play a crucial role in supporting the program through mentorships, networking and providing career opportunities for current and future students. Their participation in the program helps create a strong relationship and enables the success of both the program and its graduates. Alumni are also our biggest influencers, as they are the main reason for applications into the program. Their achievements and references have a significant impact on how CreComm is viewed externally, making them our key influencers in the recruitment process.

Characteristics: CreComm alumni are typically aged 25-40 and have completed the diploma program. While many remain based in Winnipeg, several alumni are located across Canada or internationally. During work hours, they are often found on LinkedIn, at professional events and conferences. On their time off they use other social media for entertainment and information such as Instagram, TikTok and X.

Pain points: Feeling disconnected or left out from the CreComm community after graduation. Most CreComm grads want to be connected to the program in some way once they leave. Addressing common pain points like feeling disconnected from the community or lack of career relevance is crucial. Highlighting networking and mentorship opportunities can foster reconnection.

Geographical and informational habits: Alumni are already very engaged with the CreComm LinkedIn page and with their professional environments and workspaces. They spend most of their time at work either in their office or out on the job. They gather information through LinkedIn posts, email newsletters, and major news outlets such as, Winnipeg Free Press, CTV News, CBC News and Global News to stay on top of what is going on in the world. They prefer to interact in person and network with future communicators and are fairly extroverted people. Their influencers in the workplace are their personal role models in communication industry. Communication should be timely, aligned with key events and deliver frequent updates and job opportunities.

Personal preferences: Alumni expect a professional, but fun tone and to the point communication. They don't want to be treated like robots, they expect to see fun happening in the workplace and in the CreComm program. They are open to career-related insights, work appropriate humor and new opportunities for their professional careers like seminars, extra courses, networking events and LinkedIn Learning opportunities.

Cultural norms/preferences: While alumni share a strong CreComm bond, their career paths are diverse, so our plan should celebrate this diversity and remain inclusive.

History with our organization: Although most alumni have a positive history with CreComm, some may feel disconnected post-graduation. The risk of not communicating with our Alumni is high as they are our main word-of-mouth source to prospective students. Without communicating to them, it would put the CreComm lifecycle at risk. If alumni are feeling left out, CreComm can re-engage them by emphasizing how CreComm continues to support career growth, including their own.

Secondary Public: Industry Professionals/Leaders

Success with this strategy would increase CreComm's visibility among industry professionals, establish stronger partnerships and create more job placement opportunities for students and graduates. By showcasing how the program is keeping up with industry needs, CreComm can demonstrate the value its graduates bring to the workforce. Their endorsement of CreComm graduates is crucial, as it influences the program's reputation and increases job opportunities for students.

To engage industry professionals, communication should be data-driven and results-focused. LinkedIn is the primary platform for delivering this type of industry-relevant content, success stories and showcase how CreComm is preparing graduates to meet current workforce demands.

Industry professionals are both enablers and influencers for CreComm. They play a crucial role in supporting the program by hiring graduates, setting industry trends, and serving as guest speakers or mentors. Their engagement helps maintain the program's relevance and ensures graduates are equipped with the skills employers need. As influencers, their endorsement of the program and positive experiences with CreComm graduates encourage all companies to hire from the program.

Characteristics: Industry professionals typically range from 30-55 years old and hold leadership positions in communications fields. Most are based in Manitoba, though some national and international organizations are also potential partners. These professionals are found on LinkedIn, at industry conferences and networking events, where they try to stay ahead of industry trends and recruit potential new hires.

Pain Points: Difficulty in finding qualified, work-ready graduates. Many industry leaders feel that new graduates often lack the practical experience needed to start an entry level job. CreComm can show industry professionals how its students are trained with hands-on, work-ready skills that meet professional standards. Showcasing alumni success stories and student projects will demonstrate their job readiness.

Geographical and Informational Habits: Industry professionals work within professional settings like offices and conferences, and frequently use LinkedIn to stay informed about industry news, competitors and potential new hires. They also consume information through other multimedia such as podcasts, newsletters and from major news outlets. Communication should be timely, well-researched and data-driven, with strategic posts scheduled around the hiring season near the end of this communication plan.

Personal Preferences: Professionals prefer formal, concise language and want a return from students on their investment on them. They want data-based content with hard facts, to determine employability and skills of graduates. Industry professionals tend to appreciate communication that directly relates to how graduates can meet their business needs. They are less open to humor but appreciate clear, straightforward messaging. Some may appreciate a workplace appropriate joke.

Cultural Norms/Preferences: Industry leaders come from different backgrounds and inclusivity is expected.

History with Our Organization: Some professionals have worked with CreComm graduates in the past, while others haven't but hold high standards of the program. The risk of not communicating effectively with this group is losing valuable partnerships and job placement opportunities for students.

Secondary Public: Prospective Students

Success with this strategy would increase the number of qualified applicants to the CreComm program for the 2025/26 school year. By showcasing the hands-on learning environment and successful career opportunities available to CreComm graduates along with word-of-mouth advertising from alumni and industry professionals the program can appeal to students who are looking for a short and effective education.

Prospective students are crucial to the growth and sustainability of CreComm, and their enrollment drives the program's long-term success. To engage prospective students, communication and content must be energetic, fun and visually engaging, especially on LinkedIn where Alumni and Industry Professionals can share it. Content should highlight CreComm's practical, real-world learning experiences, use success stories, student projects, and behind-the-scenes content to show how the program directly leads to exciting careers.

Prospective students are actors in this strategy. Their decision to apply and enroll impacts the program's future growth and reputation. Attracting qualified students ensures the program will continue to produce the top-tier graduates CreComm is known for.

Characteristics: Prospective students are aged 17-28, high school graduates, current college students or professionals looking for a career change and looking for a short education. While many are based in Manitoba, national and international students have been growing. These students are most active on social media platforms like Instagram and TikTok and some may be on LinkedIn searching for education opportunities.

Pain Points: Prospective students often feel uncertain about how CreComm fits into their life goals. Many fear the program might be too hard or not for them. The CreComm LinkedIn and their communication efforts need to show the broad range of hands-on, creative learning the program gives its students to overcome these pain points.

Geographical and Informational Habits: Prospective students spend their time in social spaces—both physical and digital— mostly interacting with others on social media. They also gather information through school websites and word-of-mouth recommendations.

Personal Preferences: This audience prefers content that is fun, energetic and visual. They want content that is easy to understand and relatable. Interactive elements such as fun quizzes, polls, and videos will resonate with this group if they are on LinkedIn.

Cultural Norms/Preferences: Prospective students expect inclusivity and sensitivity in content.

History with Our Organization: Most prospective students are unfamiliar with CreComm and need an introduction to the program. This is done most effectively through word-of-mouth recommendations from alumni or professionals with a strong relationship to CreComm. The risk of not reaching this group is missing out on a new generation of students, which could impact program's growth and sustainability.

Desired Outcomes:

Desired Outcome: Increase alumni engagement by 15 per cent on the LinkedIn page by March 14, 2025, through tailored content such as alumni success stories, employment opportunities and invitations to alumni networking events. Engagement will be measured by likes, shares, comments and attendance at virtual or in-person events.

Desired Outcome: Secure three new partnerships with industry leaders from three different fields by March 14, 2025, through direct communications and LinkedIn engagement. This could include these "partners" being guest speakers, clients for assignments or participating in panels.

Desired Outcome: Increase qualified applicants by 10 per cent by March 14, 2024, as compared to last year by showcasing the program's practicality and real-world careers mixed with word-of-mouth recommendations.

Strategy

1. Use events to build a community between alumni, prospective students and industry professionals.

Host events both online and in-person, creating opportunities for alumni and industry professionals to engage with prospective and current students and the CreComm community. These events will drive LinkedIn traffic and create deeper connections.

LinkedIn Live Info Sessions

Key publics:

Alumni: Opportunity to showcase their work and reconnect with the CreComm community.

Prospective Students: Insight into the industry and how CreComm works and prepares them for careers.

Industry Professionals: Platform to discuss their jobs and businesses and networking opportunities with potential hires.

Strength: The strength lies in the desire of alumni and industry professionals to stay connected with CreComm and support student growth, particularly for employment opportunities.

Principle of Persuasion: The Familiarity and Trust principle is at play as alumni share their personal success stories, fostering trust with prospective students. The Identification principle connects with prospective students by highlighting how the program has prepared alumni for successful careers, aligning with their own aspirations.

In-Person Networking Event(s)

Key publics:

Alumni: Networking opportunities, potential mentorship roles and the chance to share their successes.

Prospective Students: Direct connections with industry professionals and insights into the job market.

Industry Professionals: The opportunity to engage with the next generation of communicators.

Strength: The strength of this approach lies in CreComm's strong alumni and industry connections, which can serve as significant resources for networking, mentorship, and program promotion through word of mouth. Alumni, who make up a large portion of the LinkedIn page's audience, are already familiar with the program.

Principle of Persuasion: The action principle is applied here, as the event provides a clear call to action for alumni and industry professionals to engage. The clarity principle ensures the event's focus on networking and showcasing student work is clearly communicated.

Online High School Presentations

Key publics:

Prospective Students: High school students will gain insights into the program and potential career paths. The presentations will help position CreComm as a strong educational option for future communicators.

Strength: The strength of this tactic is CreComm's ability to showcase real student work and success stories. Using the voices of current students makes the presentations authentic and relatable.

Principle of Persuasion: The identification principle is used here, as high school students are more likely to relate to and be persuaded by current students who are closer in age and experience. The consistency principle reinforces the message by presenting a clear path from high school to a successful communications career, with CreComm as the bridge.

2. Targeted Content Campaigns

Develop and execute a consistent content schedule focusing on three content pillars tailored to each public: student work highlights, CreComm in the real world, behind the scenes of CreComm. Use diverse content formats to increase post engagement by 20 per cent and follower count by 15 per cent.

Key publics:

Alumni: A chance to stay connected and see the impact of their contributions.

Industry Professionals: Insight into emerging talent and trends within the program.

Strength: This approach leverages the strength of strong interest in diverse content formats, allowing students to showcase their work and engage their networks.

Principle of Persuasion: The clarity principle is important here, as a structured content calendar provides clear communication about what content is being shared and when. Additionally, the action principle encourages alumni and industry professionals to engage by sharing their stories and experiences, fostering a sense of community and collaboration.

Core Messages

1. **Prospective Students:** CreComm is alive and well and ready for you to enter its thriving industry. Engaging with CreComm's community connects you straight to the industry and gives you an authentic and practical experience.
2. **CreComm Alumni:** Reconnect with CreComm and share your personal journey to inspire the next generation of communicators while expanding your professional networks.
3. **Industry Professionals:** CreComm is still the number one communications program at producing work-force ready graduates. Shape the future of communications through mentorship and collaboration.

Communications Tools and Tactics

Tactics

This strategic communication plan will use a combination of digital and in-person tactics to engage our key audiences. The focus is on showcasing CreComm's strengths—student success, industry relevance, and alumni networks—while boosting engagement with minimal costs. Below is a summary of key tactics, associated costs and content details.

Tactic/Tool	Key Public(s)	Cost	Content
LinkedIn Live Info Sessions	Alumni, Prospective Students, Industry Professionals	- Time - Invites - Faculty - Students (No financial cost)	Host one sessions (similar to CreComm Info night) featuring alumni and industry professionals discussing the industry and how CreComm prepared them or how it is viewed in the industry. Alumni will share success stories, industry professionals will offer career advice, and prospective students will gain insights into the program. Sessions could include interviews, videos, and Q&A.
In-Person Networking Event	Prospective and Current Students, Alumni, Industry Professionals	- All \$200 for light snacks, beverages, advertising.	This event will feature student work showcases, an alumni speaker panel, and opportunities for networking and knowledge about the program. It will be promoted heavily on LinkedIn with live stream social media coverage. It will help prospective students connect with industry professionals and gain insight into the industry.
Online presentations to local high schools	Prospective Students	- Time - Invitations - Scheduling - Current students - Faculty (no financial cost)	Presentations from current students showcasing the CreComm program and success stories. Provide high school students with direct insights into career opportunities and CreComm's role in preparing them. Use multimedia content from CreComm classes and real-world projects to engage students and encourage applications. Encourage these students to follow the CreComm LinkedIn for more insights about the program.
Content Calendar and Targeted Content	Current and Potential Students, Industry Professionals, Alumni	- Time - Faculty - Students (no financial cost)	A consistent content schedule with weekly posts highlighting student work, alumni success stories, and behind-the-scenes content from classrooms and projects. Includes interactive content such as polls and quizzes.

Action Plan Timeline

This action plan outlines the timeline for the strategic communication initiatives designed to boost CreComm's presence, increase engagement across key publics and showcase the program's success across LinkedIn. The plan is structured from January 7 to March 14, covering all tactics including a LinkedIn Live session, in-person networking event, high school presentations, and a consistent content schedule.

The plan has been carefully created around potential challenges like timing for high school presentations and industry professionals' availability while maintaining an organized content calendar to engage our key audiences. Below is the detailed timeline for each tactic:

Date and Time	Tactic	Public(s)	Lead	Status
Jan 7 – Jan 14	Send invitations to high schools, confirm attendance, and set dates for presentations	Prospective Students	Team Members 1&2	
Jan 15 – Jan 25	Deliver multimedia presentations to high schools	Prospective Students	Team Members 3, 4, & 5	
Jan 20 – Jan 30	Follow-up with high schools to collect feedback and Invite those who are interested to LinkedIn Live sessions and in person event.	Prospective Students	Team Members 2 & 6	
Feb 25 – Feb 5	Send general invitations and reminders to alumni and industry professionals about LinkedIn Live event and in-person networking event. Confirm RSVPs	Alumni, Industry Professionals, Prospective Students	Team Members 4 & 7	
Feb 10	LinkedIn Live Session: Host 1 live session featuring alumni and industry professionals discussing CreComm careers and industry trends	Alumni, Industry Professionals, Prospective Students	All team members	
Feb 12 – Feb 23	Send invitations to high schools (for their students), alumni and industry professionals to attend the event. confirm attendance and set date for event.	Alumni, Industry Professionals, Prospective Students	Team Members 3 & 6	
Feb 15 – Feb 23	Promote in-person event on LinkedIn and other social platforms to reach non-high school prospective students	Prospective Students, Alumni, Industry Professionals	(Team Members 5 & 10	

Feb 27	In-person Networking Event: Showcase student work and host a speaker panel of alumni. Include RSVPs and confirmations	Prospective Students, Alumni, Industry Professionals	Team Members 8 & 9	
Mar 28 – Mar 5	Follow-up surveys to event attendees (LinkedIn Live and in-person) for feedback collection and relationship building	Alumni, Industry Professionals, Prospective Students	Team Members 1, 7, & 9	
Mar 6 – Mar 14	Final report preparation and submission: Review outcomes and impact based on feedback, analytics, and overall objective	Internal Team	Team Members 2 & 8	

Explanation:

The timeline is structured in a way that ensures prospective students (both in high school and others) are introduced to the CreComm program before engaging with the CreComm community through LinkedIn Live and in-person events. Here's why it follows this sequence:

- 1. High School Presentations:**
These presentations are the first step, ensuring prospective students are aware of CreComm before these events.
- 2. Follow-up and Event Invitations:**
After the presentations, following up with feedback and inviting students to the LinkedIn Live and in-person events keeps them engaged and makes them aware of the next opportunities.
- 3. Promote Events:**
If permitted, promote these events on the college's social media channels such as Instagram and X to reach a broader range of prospective students rather than only high-school students.
- 4. LinkedIn Live Event:**
This event is scheduled after the follow-up to engage both prospective students, alumni and industry professionals, building excitement across all key publics.
- 5. In-Person Networking Event:**
The final in-person event brings everyone together to network, building on previous interactions.

Content Calendar and Tailored Content

Date and Time	Tactic	Public(s)	Lead	Status
Jan 7 – March 14 (Ongoing)	Post weekly student showcase content including: - Project highlights - Student takeovers	Current and Prospective Students, Industry Professionals, Alumni	Team Members 1, 2, 3	
Jan 7 – March 14 (Ongoing)	Post weekly alumni success stories or profiles.	Alumni, Prospective Students	Team Members 4, 5, 6	
Jan 7 – March 14 (Ongoing)	Post bi-weekly behind-the-scenes CreComm content including: - Guest speakers - Field trips	Current and Prospective Students, Industry Professionals, Alumni	Team Members 7, 8, 9	
Jan 7 – March 14 (Ongoing)	Post at least one interactive post per week including: - Fun quizzes - Polls	Current and Prospective Students, Industry Professionals, Alumni	Team Members 10	

Action Plan Budget

This budget outlines the financial and human resources needed for each tactic in the communication plan. Project management tasks are included in the estimated hours for each tactic, reflecting the planning, coordination, and execution efforts required to ensure successful outcomes.

Tactic/Tool	Estimated salaried hours	Estimated cost, taxes included	Details
Online High School Presentations			
Presentation materials (multimedia)	10	\$0.00	Use existing resources (staff, student volunteers, digital content).
Follow-up and RSVPs	2	\$0.00	Handled by staff via email/phone.
Travel costs	0	\$0.00	Virtual presentations.
Promotion materials	3	\$0.00	Digital invites (no cost).
Total	15 Hours	\$0.00	
LinkedIn Live Event			
Project management	6	\$0.00	Staff-operated
AV services	2	\$0.00	Staff-operated filming/editing.
Promotion on LinkedIn	5	\$0.00	Use organic LinkedIn posts.
RSVP coordination	2	\$0.00	Handled by staff.
Online survey	2	\$0.00	Free survey tools (Google Forms).
Promotion materials	3	\$0.00	Digital invites (no cost).
Total	20 Hours	\$0.00	
In Person Networking Event			
Project management	15	\$0.00	Staff-operated
Venue and furnishing	2	\$0.00	Free in the college
Catering (Drinks/Snack Bar)	2	\$100.00	Snacks for approximately 30 people.
Promotion materials (invites)	3	\$25.00	Printed invites for select industry guests and alumni. Free digital promotion
AV services (microphones, speakers)	1	\$0.00	Use existing AV resources from the college.

Social media promotion and RSVP management	5	\$0.00	Handled by staff.
Exit survey/evaluation forms	1	\$0.00	Digital format using free tools (Google Forms).
Total	29 Hours	\$125.00	
Content Schedule and Posting			
Content creation	10	\$0.00	Use existing content and create using student resources.
Alumni interviews	5	\$0.00	Staff/students volunteer for interview production.
Video editing	5	\$0.00	Handled by students/volunteers.
Content promotion on LinkedIn	2	\$0.00	
Total	22 Hours	\$0.00	
Miscellaneous	0	\$75.00	Contingency Fund
Accountability			
LinkedIn analytics tracking	1 hour/week (10)	\$0.00	
Monthly checkpoints for strategy adjustment	2 hour/month (6)	\$0.00	
Post-event engagement tracking	2-3 hour per event (approx. 9)	\$0.00	
Survey exit interviews	1 hour per survey creation. (5)	\$0.00	
Total	30 Hours	\$0.00	
Grand Total	116 Hours	\$200.00	

The main resource will be time investment by team members to create content, track, review and analyze results. If any external tools or consultants are needed, those could increase the cost.

Evaluation

Change Assessment

1. Increase LinkedIn followers by 15 per cent (from 938 to approximately 1100) by March 14, 2025.

Target: 162 new followers within the campaign period.

Measurement Method:

- Use LinkedIn Analytics to track follower growth weekly. Find the average engagement and then track trends after each post to see which content does the best.
- Set monthly checkpoints (e.g., Jan 31, Feb 28) to track progress toward the 15 per cent increase. Use these checkpoints to adjust strategies if needed.
- **Tools Used:** LinkedIn Analytics, weekly reports.

2. Increase engagement (reactions, comments, reposts) by approximately 20 per cent by March 14, 2025.

Target: 40 reactions, seven comments, and five reposts per post.

Measurement Method:

- LinkedIn Analytics will be used to measure the total number of likes, comments and reposts per post over time.
- To measure progress, compare engagement rates from before the campaign with during the campaign. Use a tracking spreadsheet to mark engagement per post and categorize them based on content type to see which content is doing best.
- **Tools Used:** LinkedIn Analytics, Excel/Google Sheets for tracking engagement per post.

3. Increase Alumni Engagement by 15 per cent by March 14, 2025.

Target: A 15 per cent increase in alumni interactions measured through comments, shares and participation in events.

Measurement Method:

- Track LinkedIn interactions where alumni identify themselves through comments or participation in events.
- Incorporate a checkbox in event RSVP forms for attendees to identify as alumni. For online events, request alumni indicate their status when they RSVP.
- Track alumni-specific participation at LinkedIn Live and in-person events, as well as alumni comments on posts. Collect alumni feedback through follow-up surveys after events.
- **Tools Used:** LinkedIn Analytics, event registration forms with alumni checkbox, post-event surveys.

4. Showcase CreComm's workforce readiness by posting eight student success stories or project highlights by March 14, 2025.

Target: Each post to receive 50 likes with at least 30 per cent engagement from industry professionals.

Measurement Method:

- Measure the total number of likes, comments, and shares for each student success story or project highlight post using LinkedIn Analytics.
- Use the comments section and reactions on LinkedIn to identify industry professionals interacting with the posts.
- Incorporate surveys or interviews with the students featured in success stories. Ask them:
 - What feedback have you received from the post?
 - Has anyone contacted you since the post?
- **Tools:** LinkedIn Analytics, student exit surveys/interviews.

Audience Reach

Key Publics Reached: Alumni, current students, prospective students, and industry professionals.

1. Surveys of New Students:

- Send a survey to all new students asking how they learned about CreComm, which messages they encountered (e.g., on LinkedIn, through high school presentations or other), and whether those messages influenced their decision to apply.
- Use specific survey questions like:
 - How did you first hear about Red River College CreComm?
 - Did LinkedIn content get you thinking about applying to CreComm?
- Compare responses over time to see if LinkedIn and event exposure helped reach prospective students.

2. Event Feedback:

- At the in-person event, include an exit slip asking attendees to rate their likelihood of choosing CreComm as their program, based on what they learned during the event.
- **Sample question:** On a scale of 1 to 10, how likely are you to apply to CreComm after attending this event?

3. Online Survey for LinkedIn Audience:

- Post an anonymous LinkedIn poll or survey asking followers to rate the usefulness of the content and whether it influenced their decision to engage further with CreComm, whether that is applying, partnering, or other.
- Track how many industry professionals and alumni are engaging with your posts based on their profile data.

Resource Deployment

1. Was the Cost of the Tactic Worth It?

- Measurement Method: Calculate the cost per follower gained and cost per engagement. Compare the actual cost (both in dollars and hours) for each tactic to the return in terms of increased followers, engagements and alumni participation. For example, if you spent \$200 for promotional events and gained 100 new followers, the cost per follower would be \$2.
- Incorporate questions in post-event and LinkedIn surveys like, “Did the promotional method make you more likely to engage/apply?”

2. Analyze Data:

- Divide the audience data into segments: alumni, students, prospective students and industry professionals. Use this data to determine which tactics were most effective for each group.
- Evaluate each tactic’s ROI (Return on Investment) by comparing its performance (engagement, follower growth) against its cost (money and time).

Environmental Insights

Strengths and Opportunities:

Leveraging Followers and Industry Connections: Track engagement metrics (likes, shares, comments) on posts that involve alumni and industry professionals, as compared to the original average. Analyze engagement data at each campaign milestone (e.g., halfway point and end).

Content Engagement: Use LinkedIn analytics to monitor the best times for posting and adjust the content schedule accordingly. Review analytics weekly to improve posting times based on engagement patterns.

Showcasing Student Work: Assess engagement on posts featuring student projects through likes, comments, and shares. Evaluate post-performance monthly to identify trends and successful content types.

Positioning: Compare follower growth and engagement metrics with competitor programs to assess our market position. Conduct monthly analyses against competitor social medias.

Weaknesses and Threat Mitigation:

Limited Alumni Engagement: Track the number of alumni participating in discussions and events, as well as post-engagement metrics. Analyze engagement bi-weekly and adjust strategies accordingly.

Cost Considerations: Monitor overall engagement and reach relative to expenses, focusing on low-cost strategies. Conduct monthly reviews of engagement metrics versus costs to assess effectiveness.

Resources: Evaluate the consistency of post frequency and engagement based on team responsibility distribution. Weekly assessment of posting schedules and content performance to ensure sustained engagement.

Summary of Outputs, Outtakes, Outcomes and Impact:

- **Outputs:** Measure the total number of posts, articles and events produced.
- **Outtakes:** Survey your audience to determine what messages they received. For example, did they see content about CreComm's job readiness or alumni success?
- **Outcomes:** Analyze behavior changes—did people follow the LinkedIn page or attend events based on your outreach?
- **Impact:** Measure how increased follower counts, and event participation contribute to your overarching goal of attracting more qualified applicants and industry connections to CreComm.

Next Steps

To ensure the success of this strategic communication plan, the following steps must be taken according to the content and event schedules:

Approval from Key Investors: The plan requires formal approval from the CreComm leadership team, including budget allocation and sign-off on the content and tactics outlined. Any revisions based on feedback must be incorporated before final application.

Budget: The plan's \$200 budget for events and promotional efforts, formal approval of the funds needs to be confirmed. This will include verifying the use of free spaces and resources.

Confirmation of Key Dates: The campaign timelines, particularly the LinkedIn Live event and in-person networking events, require confirmation of availability for speakers, alumni, and venue booking. Adjustments to these dates may affect content production schedules, particularly for event promotions. adjust schedule accordingly.

Coordination with CreComm Team: Ensure team roles and responsibilities are clearly communicated.

Event Preparations: Begin securing the free event venue for the in-person networking event, and ensure that all necessary materials (e.g., promotional materials, signage) are prepared well in advance. Confirm speaker availability for LinkedIn Live and in-person events, and begin promotional efforts as outlined in the plan.

Content Creation: Assign content creation tasks for all content pillars. Begin producing content for scheduled posting on LinkedIn to maintain consistency.

Risk Mitigation: Develop plans in case of delays or extremely low attendance from expected events, such as key speakers being unavailable for LinkedIn Live or content falling behind schedule.

Metrics Tracking: Set up a tracking system for LinkedIn Analytics to monitor weekly follower growth, engagement rates and alumni participation. Plan for monthly internal reviews of progress to ensure the campaign remains on track to meet our objectives.

For further information about this plan, please contact:

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