STRATEGIC COMMUNICATION PLAN:

Creative Communications LinkedIn Page

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Introduction

In April 2024, Creative Communications (CreComm) faculty started the CreComm LinkedIn page to serve as a community hub for the program. Now, our goal is to boost the page's awareness and engagement.

This communication plan promotes the CreComm LinkedIn page as a place to connect with the program, engage with students and alumni, and network with industry professionals, all while highlighting the different stages of the CreComm life cycle. While we value students and faculty, alumni and industry leaders are our target publics as they are the ones who keep the CreComm life cycle going.

The campaign will run from January 7 to March 14, 2025. After the campaign ends, the following week will be used to evaluate its effectiveness. The plan aims to make the best use of our time and resources so we can create exciting and engaging content for the CreComm LinkedIn page.

Objectives

This section outlines what we want to accomplish through the communication plan.

Objective 1: Obtain a 20 per cent increase of CreComm LinkedIn followers, from 966 followers to 1,159 between January 7 and March 14, 2025.

Objective 2: Double the average monthly engagements on the CreComm LinkedIn page from fewer than 10 to 20 between January 7 and March 14, 2025.

Objective 3: Double the number of reposts on the CreComm LinkedIn page from 25 to 50 between January 7 and March 14, 2025.

Research

This section determines the internal and external factors we must consider when creating our communication plan and outlines the key publics we want to reach.

SWOT analysis

Strengths
- CreComm has a well-established community of students, alumni, and faculty within the communications industry. We can leverage this by emphasizing the program's value and the strong connections it fosters.
- The CreComm LinkedIn page is growing fast and has reached 966 followers in six months. This shows that people are aware of the LinkedIn page.
- There's plenty of CreComm content to share, including student projects, alumni achievements, and inspiring stories.
- Our team of ten students is experienced in creating original content, bringing fresh ideas and credibility to the page.
- We have access to the alumni emails, which we can use to inform them about the LinkedIn page.
- We have a budget of $200 to help promote the page.

Weaknesses
- The CreComm LinkedIn page is new, so many potential followers might not know it exists. That gives us the opportunity to promote the page and increase visibility.
- Inconsistent posting and a lack of different content can make the feed feel repetitive and less engaging. By introducing new and surprising content, we can make the page more enjoyable and appealing to our audience.
- Our reach is limited with CreComm lacking a presence on other social media platforms. To overcome this, we can encourage alumni and students to share information about the LinkedIn page on other platforms.

Opportunities
- Highlighting student achievements can attract the attention of industry leaders and potential employers. If they see the talent and success of CreComm students, they're more likely to consider hiring them.
- Engaging alumni on LinkedIn can enhance their loyalty to the program and motivate them to promote CreComm to potential students and employers. We can leverage this by showing alumni how much we value them.
- The CreComm LinkedIn page can boost RRC Polytech's online image, drawing in potential students. By showing all the skills students learn at RRC Polytech, we can solidify CreComm as a reputable communications program.
- Building relationships with organizations that have hired CreComm graduates can increase student internship and job opportunities.
- The CreComm LinkedIn page can act as a hub for students and alumni to connect with industry professionals.

Threats
- Some high school students may not have a LinkedIn account, which limits our reach to this demographic.
- Followers might be hesitant to interact with or share posts, which can slow down page growth. We can address this by making content that requires minimal effort but still encourages participation, like polls or Q&As.
- Some graduates may not be interested in reconnecting with the program, limiting their involvement with the LinkedIn page. To counter this, we can personally reach out to them to show its value.
- Other programs with more established LinkedIn pages may overshadow CreComm's page. To mitigate this, we can highlight all the amazing skills and experiences students gain in CreComm.

Key public analysis

Affluent Alumni (Primary Public)
Affluent Alumni are CreComm graduates, ages 28 to 43 (millennials). They work full-time as journalists, communications directors, or copywriters. They value the connections made in the program and rave about their time at RRC Polytech. Industry and networking events are totally their thing, and LinkedIn is where they keep those connections going. They value authentic interactions and can't stand anything that feels fake or forced (#BeYourself). They get most of their news online or through Apple News notifications. For fun, they enjoy catching up with friends, trying out new restaurants, and, of course, sharing those experiences on their socials. Affluent Alumni are influenced by their employers and industry leaders as they want to show them the benefits of hiring CreComm graduates. They are our primary public because their direct experience with the program allows them to effectively advocate for CreComm and its value in the industry.

Desired outcomes: We aim to boost engagement with our Affluent Alumni by encouraging them to comment, repost, and talk about the program within their networks.

Industry Leaders (Secondary Public)
Industry Leaders are people who have authority in the field of communications. They are between 35 and 55 and have a post-secondary education. Based mainly in downtown Winnipeg, where the industry thrives, they frequently attend conferences and networking events. They enjoy reading a variety of materials during their spare time, from the latest Winnipeg Free Press article to their great aunt's Facebook posts. They appreciate online platforms like LinkedIn, where they can stay informed and connect with other employers. They value professionalism and organization and dislike bad grammar. As influential figures in the industry, they are our secondary public because they are the ones who will eventually hire CreComm students.

Desired outcomes: We aim to encourage Industry Leaders to engage with the CreComm LinkedIn page and recognize the value of hiring CreComm students.

Strategies

This section outlines the approaches we'll use to achieve our objectives and goals for the campaign.

1. Create engaging and high-quality content to boost engagement on LinkedIn

2. Demonstrate how CreComm prepares students for the communications industry

3. Build relationships with industry leaders through strategic content and networking

Core messages

This section outlines the key messages we want to communicate to our target publics to effectively meet our goals and objectives.

Affluent Alumni

1. The CreComm LinkedIn page is a place to reconnect, reflect and inspire.

2. It's exciting to see what's happening in the CreComm program and what students are up to.

3. Staying connected with CreComm is a great way to network with peers and celebrate achievements.

Industry Leaders

1. The CreComm LinkedIn page provides a glimpse into what our future communicators are learning in school and how they're developing their skills.

2. The CreComm LinkedIn page shows that RRC Polytech students receive an excellent education, making them ideal candidates for any communications role.

Communication tools and tactics

This section determines which tactics and tools will be used to most-effectively communicate our core messages to our key publics.

Tactic/tool	Key public	Cost	Content
CreComm Alumni Connections	Alumni	A couple hours for one person to draft the email and pass it along to the alumni relations person at RRC Polytech.	We will invite alumni to follow the CreComm LinkedIn page by highlighting the benefits of networking, staying connected with the program and celebrating their achievements. The first email is scheduled for January 7, 2025. In this email, we will also encourage alumni to reach out if they're interested in contributing to alumni-focused content. We will follow up with select alumni in mid-January and early February to personally invite them to participate in upcoming alumni posts.
CreComm LinkedIn Posters	Alumni, students, industry	Printing costs and the time and effort of two people for design and distribution.	We will create posters to promote the CreComm LinkedIn page, highlighting the benefits of connecting with our community. We will distribute them around RRC Polytech EDC, downtown, and industry buildings/offices to reach alumni and professionals in the communications field. This will happen early in the campaign with a one-time distribution.
Highlights & Achievements Series	Alumni, students, industry	All ten team members will dedicate a significant amount of time to create posts, design visuals and schedule content. It will also require time and effort from other CreComm students and alumni who will be in part of the LinkedIn content.	We will highlight what students learn in CreComm and how it leads to successful careers. Each post will follow one of our five content pillars, including alumni success stories, student projects and program insights. We want to encourage our publics to comment, like, share and interact with the LinkedIn posts. We will make three LinkedIn posts a week over a 10-week period starting January 7, 2025.
The CreComm LinkedIn Challenge	Alumni, students, instructors	Two students will spend about two hours weekly researching, creating content and posting every Friday.	We will make fun and engaging challenges for alumni, students and instructors to interact with the page. Each week will feature new clues or questions, encouraging users to comment, share, or post their answers. This will happen every Friday from January 17 to March 14, 2025.

Action plan

This section outlines our timeline and budget for our campaign to ensure we stay on track and within our allocated budget.

Timeline

Date/time	Tactic	Public(s)	Lead	Done (x)
January 7, 2025	Email alumni about the CreComm LinkedIn page	Alumni	P1	
	Post on LEARN for students to follow LinkedIn page for industry news	Students	P2	
	Plan and prepare this week's content for January 9 and 10	Team	P1-P10	
January 8, 2025	Design and create CreComm LinkedIn poster	Alumni, students, industry	P5 & P6	
	Email companies that hire CreComm grads about displaying the poster	Industry	P1	
January 9, 2025	Post on LinkedIn – focus on "program insights" pillar	Alumni, students, industry	P7 & P8	
January 10, 2025	Post first LinkedIn challenge	Alumni, students, instructors	P9	
	Print and distribute 20 posters at RRC Polytech, downtown, and industry offices.	Alumni, students, industry	P5 & P6	
January 13, 2025	Evaluate last week's content, adjust if needed, and plan for this week's content – For January 14, 16, and 17	Team	P1-P10	
	Email alumni asking if they want to be part of the LinkedIn posts	Alumni	P1	
January 14, 2025	Post on LinkedIn - focus on "student experience" pillar	Alumni, students, industry	P3 & P4	
January 16, 2025	Post on LinkedIn – focus on "alumni engagement" pillar	Alumni, industry, students	P5 & P6	
January 17, 2025	Post second LinkedIn challenge	Alumni, students, instructors	P8	
January 20, 2025	Evaluate last week's content, adjust if needed, and plan for this week's content – For January 21, 23, and 24	Team	P1-P10	
January 21, 2025	Post on LinkedIn – Focus on "getting hired" pillar	Alumni, industry	P1 & P2	
January 23, 2025	Post on LinkedIn – Focus on "adapting to current jobs and industry" pillar	Alumni, industry	P9 & P10	
January 24, 2025	Post third LinkedIn challenge	Alumni, students, instructors	P9	

January 27, 2025	Evaluate last week's content, adjust if needed, and plan for this week's content – For January 28, 30, and 31	Team	P1-P10
January 28, 2025	Post on LinkedIn – Focus on "program insights" pillar	Alumni, students, industry	P7 & P8
January 30, 2025	Post on LinkedIn – January monthly photo dump	Alumni, students, industry	P1
January 31, 2025	Post fourth LinkedIn challenge	Alumni, students, instructors	P8
	Monthly analytics review – assess performance, engagement metrics, and adjust content strategy of needed	Team	P1-P10
February 3, 2025	Evaluate last week's content, adjust if needed, and plan for this week's content – For February 4, 6, and 7	Team	P1-P10
	Email alumni asking if they want to be part of the LinkedIn posts – round 2 of this	Alumni	P1
February 4, 2025	Post on LinkedIn – Focus on "student experience" pillar	Alumni, students, industry	P3 & P4
February 6, 2025	Post on LinkedIn – Focus on "alumni engagement" pillar	Alumni, students, industry	P5 & P6
February 7, 2025	Post fifth LinkedIn challenge	Alumni, students, instructors	P9
February 10, 2025	Evaluate last week's content, adjust if needed, and plan for this week's content – For February 11, 13, and 14	Team	P1-P10
February 11, 2025	Post on LinkedIn – Focus on "getting hired" pillar	Alumni, students, industry	P1 & P2
February 13, 2025	Post on LinkedIn – Focus on "adapting to current jobs and industry" pillar	Alumni, students, industry	P9 & P10
February 14, 2025	Post sixth LinkedIn challenge	Alumni, students, instructors	P8
February 17 – February 21 2025	Louis Riel Day and winter reading week – no classes	–	–
February 24, 2025	Evaluate last week's content, adjust if needed, and plan for this week's content – For February 25, 27, and 29	Team	P1-P10
February 25, 2025	Post on LinkedIn – Focus on "program insights" pillar	Alumni, students, industry	P7 & P8
February 27, 2025	Post on LinkedIn - February monthly photo dump.	Alumni, students, industry	P1
February 28, 2025	Post seventh LinkedIn challenge	Alumni, students, instructors	P9

	Monthly analytics review – assess performance, engagement metrics, and adjust content strategy of needed	Team		
March 3, 2025	Evaluate last week's content, adjust if needed, and plan for this week's content – For March 4, 6, and 7	Team	P1-P10	
March 4, 2025	Post on LinkedIn – Focus on "student experience" pillar	Alumni, students, industry	P3 & P4	
March 6, 2025	Post on LinkedIn – Focus on "alumni engagement" pillar	Alumni, students, industry	P5 & P6	
March 7, 2025	Post eighth LinkedIn challenge	Alumni, students, instructors	P8	
March 10, 2025	Evaluate last week's content, adjust if needed, and plan for this week's content – For March 11, 13, and 14	Team	P1-P10	
March 11, 2025	Post on LinkedIn – Focus on "getting hired" pillar	Alumni, students, industry	P1 & P2	
March 13, 2025	Post on LinkedIn – focus on "adapting to current jobs and industry" pillar	Alumni, students, industry	P9 & P10	
March 14, 2025	Post ninth LinkedIn challenge	Alumni, students, instructors	P9	
March 17 - March 21, 2025	Final evaluation period	Team	P1-P10	

Budget

Tactic	Estimated time	Estimated cost
Content posts		
Brainstorming sessions	9	n/a
Videos and photos	12	n/a
Copy writing	15	n/a
Research on trending topics	6	n/a
Schedule alumni interviews	3	n/a
Content costs sub-total	**45**	**$0.00**
Alumni emails		
Gather alumni email addresses	2	n/a
Draft, review, and finalize emails	2	n/a
Follow up with alumni who haven't engaged	3	n/a
Alumni email costs sub-total	**7**	**$0.00**
Posters		
Poster design	4	n/a
Email industry people	2	n/a
Print 15 posters	1	$165.00
Distribute posters	2	n/a
Poster costs sub-total	**9**	**$165.00**
Evaluation		
Analyze engagement metrics during the campaign	8	n/a
Develop participant survey	4	n/a
Conduct participant survey	1	n/a
Collect survey results	4	n/a
Evaluate using CARE model	15	n/a
Gather to compare results	4	n/a
Prepare final report	4	n/a
Evaluation costs sub-total	**40**	**$0.00**
TOTAL BUDGET	**101**	**$165.00**

* One poster is $11.00 plus tax for 12" x 18" at Staples. This price can change if we decide to print elsewhere or at RRC Polytech.

Evaluation

During the campaign, we will do weekly evaluations, adjusting our plan as needed. Once the campaign wraps up on March 14, 2025, we'll have one week to evaluate its effectiveness. As a team of 10, we will divide into four groups, each focusing on one part of the CARE model: Changes, audiences, resources, and environment. This approach allows us to cover all aspects of the evaluation efficiently and maximize our resources. It also gives us the chance to revisit anything that didn't work and identify what we might want to repeat or change for next time.

Did we bring about the changes we planned to?

Objective 1: We will measure success by reviewing the CreComm LinkedIn analytics and track follower growth. We will also conduct a post-campaign survey to gather qualitative feedback on why people followed the page.

Objective 2: We will measure success by analyzing engagement rates using LinkedIn analytics to see how many likes, shares and comments each post received. We will also review every comment to gauge the level of interest from our publics and determine if they were engaged. We will collect qualitative data through the survey, asking followers if they enjoyed the content and what could have been done to boost their participation.

Objective 3: We will measure success by tracking the number of reposts during the campaign and compare it to previous months. In the survey, we will ask our publics why they reposted our content or why not.

Did we reach our identified audiences/publics effectively?

To determine if we effectively reached our target publics, we'll look at LinkedIn analytics and conduct a post-campaign survey to measure how well the campaign influenced their attitudes and behaviours.

We'll gather quantitative data by analyzing engagement rates, such as comments, likes and shares, comparing it to pre-campaign levels to see if we achieved higher numbers. We'll also track reposts to gauge whether people are taking the steps to actively spread our messages.

We'll gather qualitative data by conducting a post-campaign survey to see whether our messages were communicated clearly and effectively to our target publics. We'll ask questions like, "How did our content influence your perception of the program?" to gauge understanding. We'll also ask for feedback on what worked, what didn't, and how we can improve for future campaigns.

Did we deploy our resources as effectively and efficiently as we could have?

CreComm Alumni Connection: We will measure this tactic's success by tracking the open rates, click-through rates, and response rates of the email's sent to alumni. The post-campaign survey will determine if the emails influenced their decision to follow the LinkedIn page or engage with our content. Based on this data, we will assess whether more follow-up emails were needed or if an alternative approach would have been more effective in connecting with alumni.

CreComm LinkedIn Poster: We will measure this tactic's success through the post-campaign survey, asking respondents if they noticed the posters and whether they influenced their decision to follow the CreComm LinkedIn page. If the posters prove ineffective, we'll determine where adjustments should have been made, such as creating more posters, fewer posters, or making them larger. This will help us determine if the budget allocated for the posters was used effectively or could have been spent elsewhere. We will also assess whether the effort spent on designing, printing and distributing the posters was justified by the results or if exploring other traditional media outlets would have been a better option.

Highlights & Achievements Series: We will measure this tactic's success by tracking engagement metrics such as likes, comments and shares for each LinkedIn post. This will help us identify which content resonated most with our audience and which types of posts drove the most interactions. We will also assess whether the posts reached our target publics how we wanted them to. In the post-campaign survey, we will ask if the content was engaging, whether the frequency was appropriate (too much or too little) and what type of content they preferred. This will help us decide what to keep, what to adjust and whether our resources (time, people, and effort) were well spent or if they could have been allocated elsewhere.

The CreComm LinkedIn Challenge: We will assess how many of our target publics participated and whether their involvement had a meaningful impact. In the post-campaign survey, we'll ask participants why they did or did not engage with the challenges. We will also assess whether the time spent researching and creating the challenges was justified by the results. Were people genuinely interested, or did we invest too much time planning for minimal engagement?

Did we take full advantage of our environmental insights?

To determine if we leveraged our strengths, we will:
- Review our communication efforts to see if we successfully highlighted the value of CreComm.
- Evaluate whether we shared a variety of engaging and original content to keep our audience entertained and interested.
- Analyze our budget and determine if it was spent efficiently.
- Consider whether we could have done more to capitalize on our strengths and if there are any additional strengths we could have used in our strategy.

To determine if we overcame our weaknesses, we will:
- Assess whether we effectively promoted the CreComm LinkedIn page to increase visibility.
- Determine if our new content encouraged participation.
- Consider if there were additional strategies we could have implemented to overcome our weaknesses and if any other weaknesses should have been addressed in our strategy.

To determine if we capitalized on our opportunities, we will:
- Assess whether we successfully highlighted student achievements to attract potential employers.
- Evaluate our engagement with alumni to determine if we fostered loyalty to the program.
- Analyze whether the LinkedIn page successfully attracted potential students.
- Review our efforts in building relationships with organizations that hire CreComm graduates.
- Determine if the LinkedIn page served as a valuable networking hub for users.
- Consider whether we could have implemented additional strategies to better capitalize on our opportunities and identify any other opportunities we may have overlooked.

To determine if we mitigated our threats, we will:
- Assess whether our outreach efforts successfully reached high school students.
- Examine whether personalized outreach increased involvement among hesitant alumni.
- Determine if we effectively highlighted the skills students gain in CreComm, positioning it as one of the best communications programs.
- Review our promotional efforts on other platforms to ensure our initiatives were also visible to those audiences.
- Consider if there were additional strategies we could have implemented to mitigate our threats and if any other threats should have been addressed in our strategy.

Next steps

To move the campaign forward, several actions must be taken. First, we need approval from the alumni relations person from RRC Polytech to send out emails and provide us with the necessary analytics. Second, the budget for the LinkedIn posters needs to be approved so we can allocate funds for design, printing and distribution.

Any delays in these approvals could affect our timeline and budget, requiring adjustments. Additionally, if team members become unavailable due to illness or conflicting assignments, there may be delays in posting content. We will aim to stay on schedule by distributing tasks evenly, with others stepping in if needed.

We also need approval from industry partners to display posters in their offices. If they don't respond or decline, we'll explore other locations. Addressing these factors as soon as possible will help us stay on track and ensure the campaign's success.

For further information about this plan, please contact:

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