

Strategic Communication Plan

**RRC Polytech's Creative
Communications LinkedIn page**

**Drafted by
Danielle Salchert
Public Relations and Communication Management 3**

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Introduction

Creative Communications (CreComm) recently acquired a LinkedIn page in April 2024. This page is relatively new and has the potential to recruit applicants and build on already established relationships. We want people to associate our brand image with a professional medium like LinkedIn, so we can continue to be regarded as an intelligent and reliable program.

Currently, Melanie has been running the LinkedIn page, but has not had the chance to put as much effort as she would like into it. We have developed an intentional plan to make the most out of the CreComm page so the program can gain awareness from prospective students and increase engagement among alumni.

Objectives

- 1) Increase the number of followers on LinkedIn
 - By March 14, 2025 we will increase the number of followers by 150.
- 2) Increase engagement on our LinkedIn page
 - By March 14, 2025 we aim to increase engagement by five interactions for each post.
- 3) Increase our key publics' empowerment to act
 - By February 28, 2025 we hope to have five of our secondary publics learn about Creative Communications from our LinkedIn page and apply for early admission.
- 4) Increase awareness of what CreComm is
 - By March 14, 2025 our program insight posts will be receiving an average of 20 more interactions than our current average number of interactions per post.

Situation Analysis

We want to leverage our strengths and opportunities, and then mitigate the risks associated with our weaknesses and threats.

Strengths

- The majority of people who interact with the page are CreComm grads who have been educated about how to communicate. These grads could act as our influencers. They can effectively pass along information and may be interested in hiring current students in the future.
- We have a large team of ten communicators who will be working towards growing the CreComm LinkedIn page. We will delegate tasks evenly to take advantage of the large number of people we have.
- Our Creative Communications program has helped shape the communications industry in Manitoba because of its long-standing history. Many people have been impacted by the program in one way or another, so we have the ability to use storytelling to showcase meaningful testimonials.

Weaknesses

- The CreComm LinkedIn account does not post content on a regular basis. There are time restrictions, as Melanie is often too busy to consistently post, and because of this, there is room for the page to become more well-established.
- The budget we have to work with is limited. However, we can use earned media to compensate for our low budget of 200 dollars.

Situation Analysis

Opportunities

- Due to the intensity of the program, CreComm has developed a cult reputation. Our key publics who crave connection will be motivated to follow our LinkedIn page and to keep in touch so they can feel a sense of belonging. Grad profiles posted so far have achieved high engagement levels because of this factor.
- Most communications programs in Winnipeg, and even across Canada, lack prominent LinkedIn accounts and do not emphasize hands-on learning experiences as much as CreComm does. For instance, communications programs in bigger cities such as Toronto and Vancouver are connected to the generalized LinkedIn account and do not have a LinkedIn page solely devoted to the one program. Our key publics interested in gaining applicable work experience will look for this aspect in RRC Polytech's LinkedIn content.

Threats

- Communications is a broad term, and often oversimplified. Those who are not qualified may assume communications is an easy major. Post-secondary students may enroll in more familiar programs rather than Creative Communications because they are unaware of the program and what the major entails.
- Our secondary publics coming from a younger demographic may yet not have a LinkedIn account. To mitigate this, we will invite these qualified prospective students to a networking event and encourage the use of LinkedIn.
- People who use LinkedIn are bored of repetitive content. They want to see fresh content that stands out from other businesses. To overcome this, we will come up with original content on LinkedIn, rather than copying similar content ideas from other organizations.

Key Publics

Primary Public: Creative Communications (CreComm) alumni		
	Characteristics	Implications for communication
How success with this strategy would affect them	Feel more connected to ideas and members of Manitoba's communications industry	Focus on grad profiles and industry-related updates.
Their role in this plan	Influencers	Alumni are able to recommend hiring CreComm grads to their bosses (if they aren't already managers in their department). They can also recommend CreComm to others.
Pain points	CreComm alumni are concerned about keeping up with the fast changing communications industry. To see success within their organization, they need to continue to expand their skill set as well as hire capable employees.	Content that shows how CreComm is adapting to changes in the industry as well as content which reminds them current students are preparing to be strong job candidates in the industry.
Geographical habits	While they are not at work, they enjoy checking out Winnipeg's hidden gems like Lyndale Drive Park and Más Coffee Co. They know the perfect spots for meet ups and head shot photo shoots. They spend time in the digital world and are active on various social media platforms like Instagram, LinkedIn and Facebook. On these platforms they view Winnipeg updates and posts from friends and family.	Promote CreComm's LinkedIn page in popular hangout spots.
Informational habits	CreComm alumni get their "news" from local news channels like CTV, CBC, and Global News. They listen to podcasts for entertainment and updates on pop culture, news.	Create a podcast series and post the link of our LinkedIn page
Personal preferences	Alumni expect to hear a professional yet approachable tone from us. They are open to a bit of humour.	Use conversational language
History with our organization	They have lived through CreComm and we want to make sure they continue to have a relationship with our program.	Strong communication ensures that our alumni will recommend and support CreComm through word of mouth and reinforce our good reputation.
What this public needs to hear/see/know/experience to buy in	CreComm is still invested in the success of our alumni and wants to stay connected.	Content that encourages alumni involvement
Desired outcome(s) for this public	We will increase the number of CreComm alumni who repost our content by five alumni per month.	

Key Publics (Continued)

Secondary Public: Qualified prospective students		
	Characteristics	Implications for communication
How success with this strategy would affect them	Receive a CreComm education.	
Their role in this plan	Actors	These are the key publics who are not yet involved in our action continuum. We are trying to make them aware that CreComm exists and then encourage them to apply.
Pain points	Currently, they have not settled on a major. They enjoy learning but they wish they could skip ahead and get practical work experience rather than spending years studying theories. They enjoy a busy schedule.	Our CreComm LinkedIn page would show them there is an opportunity for a hands-on education that leans into their interests of writing and photography.
Geographical habits	Qualified prospective students spend a large amount of their time at university and at their part-time serving job. These publics go wherever their creative minds call them, whether that's to a paint night, a local concert, or a free dance lesson.	Hang posters/flyers in public areas near the U of W, the U of M, and CMU. Host a promotional event with creative activities.
Informational habits	They stumble across news on TikTok and Instagram. They also learn about social issues from their university classes, but they do not consume news from reliable news outlets on a regular basis.	Post content on Instagram.
Personal preferences	Professional tone of voice with some humour	They are used to reading academic papers, so they should find our clear, simple and quick to the point communication refreshing
History with our organization	They are not yet engaged with our CreComm LinkedIn page. With no communication on LinkedIn, we risk a lower application rate for CreComm and less interest in our program	Our LinkedIn page can help mould the expectations they have about CreComm and can affirm their interest in communications
What this public needs to hear/see/know/experience to buy in	Communications offers plenty of job opportunities and they need to see what CreComm involves	

Strategies

We want to strengthen the relationships we already have established and create more awareness about what CreComm is and why our publics should be investing into our program. Our strategy helps ensure we maintain the positive reputation we have established here in Manitoba.

1) Post professional yet authentic and engaging content that matches the creativity of our students. Our effort to promote our LinkedIn page will require the involvement of each part of our CreComm cycle: prospective students, current students, and alumni.

2) Show qualified prospective students LinkedIn is a helpful platform that allows them to network and build their professional careers.

3) Use other platforms our key publics use to leverage our LinkedIn account.

4) Encourage two-way communication on our LinkedIn page.

Core Messages



**Be a proactive knowledge seeker with us
and follow our LinkedIn to stay informed**



**Our care for you doesn't stop once you
graduate – we want to walk alongside you as
you work in the industry**



**Don't be shy, we want to hear from you on
our LinkedIn page**

Communciation tactics and tools

<p>Tactic/tool: LinkedIn posts</p>	<p>Key Public(s): Qualified prospective students/CreComm alumni</p>
<p>Content: Our content will be more interesting and informative so our publics will be more motivated to engage with our LinkedIn page. The themes of our content will focus on:</p> <ul style="list-style-type: none"> • Program insights → deadlines for applications and the Information Night • Student experience → monthly photo carousels that show the behind-the-scenes of each specialization, notable events, and speakers • Alumni engagement → then versus now photos of alumni which show them as students and where they are now • Adapting to current jobs and industry → show the impact communications plays 	
<p>Budget: No money</p>	

<p>Tactic/tool: “Create and Connect” networking event</p>	<p>Key Public(s): Qualified prospective students and CreComm alumni</p>
<p>Details/Content:</p> <ul style="list-style-type: none"> • We will host an afternoon event on campus • Alumni and prospective students can talk to each other while crafting and getting headshots for their LinkedIn (current students will also be invited to join) • As qualified prospective students connect with alumni, they will be motivated to use LinkedIn to extend the connection into a long-term one 	
<p>Budget: \$75</p>	

Communciation tactics and tools

Tactic/tool: Study Tips Business Cards	Key Public(s): Qualified prospective students
<ul style="list-style-type: none">• Content: Print out 200 business cards to place in shops near the U of M, the U of W, and CMU. A good place to ask to put business cards would be at the Coffee Culture on Pembina since many students study there.• Business cards will include a QR code linked to a Study Tips page on the CreComm LinkedIn account.	
Budget: \$40	

Tactic/tool: Podcast featuring alumni and current students	Key Public(s): CreComm alumni
Details/Content: <ul style="list-style-type: none">• Create a podcast series of short episodes and post link exclusively on our LinkedIn page• Current students host the series and talk with industry professionals about how communications is evolving, include communications tips, data and research• Podcast graphic	
Budget: No money required	

Action Plan: Timeline

January 7, 2025 to March 14, 2025

Date/time	Tactic	Public(s)	Lead
January 8	LinkedIn post: Program insights	Qualified prospective students	Person 1 & 2
January 9	LinkedIn post: Adapting to industry	Both	Person 3 & 4
January 10	Distribute Study Tips Business Cards	Qualified prospective students	Person 9 & 10
January 10	LinkedIn post: Alumni engagement	CreComm alumni	Person 3
January 12	LinkedIn post: Student experience	Both	Person 4
January 14	Podcast episode one	CreComm alumni	Person 1 & 2
January 15	LinkedIn post: Program insights	Qualified prospective students	Person 5
January 17	LinkedIn post: Program insights	Qualified prospective students	Person 6
January 20	LinkedIn post: Adapting to industry	Both	Person 7
January 21	Podcast episode two	CreComm alumni	Person 3 & 4
January 24	LinkedIn post: Program insights	Qualified prospective students	Person 8
January 27	LinkedIn post: Student experience	Both	Person 9
January 28	Podcast episode three	CreComm alumni	Person 5 & 6
January 30	LinkedIn post: Alumni engagement	CreComm alumni	Person 10
February 3	LinkedIn post: Student experience	Both	Person 1
February 4	Podcast episode four	CreComm alumni	Person 7 & 8
February 6	LinkedIn post: Alumni engagement	CreComm alumni	Person 2

Timeline (continued)

Date	Tactic	Public(s)	Lead
February 11	Podcast episode five	CreComm alumni	Person 9 & 10
February 13	LinkedIn post: Program insights	Qualified prospective students	Person 3
February 16	Create and Connect networking event	Both	Person 4 & 5
February 18	Podcast episode six	CreComm alumni	Person 1 & 2
February 21	LinkedIn post: Adapting to industry	Both	Person 6
February 25	Podcast episode seven	CreComm alumni	Person 3, 4 & 5
February 26	LinkedIn post: Program insights	Qualified prospective students	Person 7
February 27	LinkedIn post: Student experience	Both	Person 8
February 28	Early application deadline and LinkedIn post: Program insights	Qualified prospective students	Person 9
March 2	LinkedIn post: Alumni engagement	CreComm alumni	Person 10
March 3	Podcast episode eight	CreComm alumni	Person 6, 7, 8
March 6	LinkedIn post: Adapting to industry	Both	Person 4
March 10	LinkedIn post: Student experience	Both	Person 3
March 11	Podcast episode nine	CreComm alumni	Person 9 & 10
March 14	LinkedIn post: Program insights	Qualified prospective students	Person 7

Action Plan: Budget Plan

Tactic	Estimated cost, salaried hours	Estimated cost, taxes included (\$)
LinkedIn posts		
Content creation	22	
Create and Connect Networking Event		
Craft Supplies		75
Signage	3	
Photography	3	
Event Set Up + Takedown	4	
Study Tips Business Cards		
Designing cards	4	
Printing	2	40
Distributing cards	3	
Podcast		
Research and preparation	15	
Recording	10	
TOTAL BUDGET	66	115

Evaluation

1) Increase the number of followers we have on LinkedIn

- By March 14, 2025 we will increase the number of followers by 150.

On January 7, the start day of our campaign, we will count the number of followers our LinkedIn page has and use that number as a baseline. On March 14, we will note the new number of followers. We will subtract our baseline number from our new number to see the total amount of followers we gained within the timeline of our campaign.

2) Increase engagement on our LinkedIn page

- By March 14, 2025 we will increase engagement by five interactions for each post.

Desired Outcome: We will use LinkedIn Page analytics to track our engagement levels between January and March. Essentially, we add up all forms of engagement and divide this number by the impressions we receive, and multiply this number by 100 to receive the overall rate.

3) Increase our key publics' empowerment to act

- By February 28, 2025 we will have five of our secondary publics learn about Creative Communications from our LinkedIn page and apply for early admission.

On the CreComm application form, we will ask applicants how they heard about the program. We will then add up the amount of applicants who said they heard about the program through our LinkedIn page. We will gather this information on March 1, 2025, the day after early admission closes.

4) Increase awareness of what CreComm is

- By March 14, 2025 our program insight posts will be receiving an average of 20 more interactions than our current average number of interactions per post.

On January 7, 2025 we will observe the engagement levels we have on average. At the end of our campaign we will add the number of our posts which fall under the program insights content pillar. From these posts, we will add shares, comments, reactions and the average click through rate together, and the total number by the number of program insights posts.

Evaluation

Audiences:

Our CreComm alumni is a good choice for our primary publics because they already have a relationship with our brand, CreComm. No matter how many years ago they graduated, at one point in their lives they made the decision to join CreComm. Our job now, is to keep them motivated to maintain the relationship they already have with our program.

Communications is an industry that requires employees to be social, and our alumni will want to stay connected to us through LinkedIn so they can still learn about the industry even after they graduated. Our alumni also know how to effectively communicate (and they love to do it), so they can help us achieve the multiplier effect as they recommend our LinkedIn to others since they feel good about what CreComm is doing.

We chose qualified prospective students as our secondary publics because we want to make them aware of CreComm, since they are the actors of our campaign. When audiences are intrigued by an organization, their tendency is to go online and check out their social media platforms. We hope these qualified prospective students will do the same. These publics may also have LinkedIn from being in other post-secondary programs. If they do not already, our “Create and Connect” event will encourage these publics to get started on LinkedIn.

To determine if our audience encountered our messages, we will measure our success by evaluating our tactics. We will see how many of our publics came from our business cards by seeing how many people scanned our dynamic QR code. To determine how many CreComm alumni engaged in our podcast, we will measure the number of clicks on our podcast link. We understand that while we can see the amount of views, other people who are not alumni might click on our podcast link. We want to have a good idea of the number of alumni who have listened, so we will post a quick survey to our LinkedIn and ask whether people have listened to our podcast. We will see if our creative LinkedIn posts are working by comparing old analytics to our new analytics. If engagement rates are higher, that means our content is doing the trick.

Next Steps

Going forward, we will need to confirm the supplies we plan to spend our budget on. We want to ensure all parties approve the resources we will be using to go forward with our LinkedIn campaign.

We will also need approval for our event, before we can go any further. We need to check that it is okay with RRC Polytech staff members to use the college's space at our desired time. Otherwise, we will need to relocate to another free venue or move the event to a different date.

To ensure we are capturing the best content for our LinkedIn page, we will need to ask instructors for their schedules. Instructors should inform us about upcoming events and exciting lessons they believe will help our mission to showcase the highlights of CreComm. If we do not have quality communication from instructors, we risk not being able to get the best content.

Lastly, for our podcast we should have a couple alumni lined up as guest speakers. We can consult other staff members to ensure all selected alum are a good fit as guests and will not damage the reputation of CreComm.

We look forward to executing CreComm's LinkedIn page campaign within the upcoming months. For further information about this plan, please contact:

Danielle Salchert
PR Consultant
(204) 470-8233
(204) 803-2971
dsalchert@rrc.ca