Office of Communications

GOAL 1: BUILD/PRACTICE COMMUNITY WITH STUDENTS, STAFF, AND ALUMNI ON SOCIAL MEDIA IN WAYS THAT FOSTER A STRONG CONNECTION WITH ECL.

Objective 1.1: Increase social media engagement by 30% in 2016-17; 20% in 2017-18, and 10% in 2018-19.

A. Build community and develop social media strategy for all channels.
   Target date for completion: Fall 2016 for council launch, guidelines, and strategy
   Spring 2017 Bubble recommendation and planning for new option.

B. Develop and launch at least two collaborative social media campaigns annually.
   Target date for completion: October-November 2016.

C. Develop and implement offline events and programs generated in conjunction with social
   media that promote channels and increase engagement.
   Target date for completion: 2016-2017 academic year (2); 2017-2018 (4); and
   2018-2019 (6).

Update, September 2017:
2016 offline event/programs: Carter Town Hall (#AskCTH) and All in a Day (#AllInADay),
CRSJ (Self Care Day; Panel discussion on Black Student Movement at Emory based on 13
Demands)

Update, March 2018:
Engaged October Social Media to assist with collaborative social media campaigns in Fall 2017.
For 2017-18, produced three user-generated content campaigns: #LifeAtEmory (during
Orientation and ongoing, for ECL brand awareness and user engagement),
#EmoryRemixChallenge (during Homecoming to build on #LifeAtEmory and expand social
reach), and #FarewellDeanNair. Total increase in engagement TBD; currently tracking for >20%
increase over all channels (Instagram, Facebook, Twitter) in 2017-18.

2017 offline event/programs: #AskCTH, #AllInADay, #CLCupdates
GOAL 2: PROMOTE EMORY CAMPUS LIFE AS A GLOBAL LEADER IN HIGHER EDUCATION.

Objective 2.1: Showcase ECL’S leadership in the area of diversity and inclusion.

A. Develop and implement a PR/Communications campaign in support of the Commission on Racial and Social Justice 2016-17 outcomes.
   Target date for completion: 2016-17 academic year; ongoing 2017-19.

Update, September 2017:
No update.

Update, March 2018:
Begin discussions on how to better serve up information that is currently on dialogue.emory.edu to all students. (Site is currently referenced in roadshows, in-person information sessions, and ER/DR stories.)
Objective 2.2: Promote ECL as an innovative and dynamic organization.

A. Develop a new, engaging, award-winning website.
   Target date for completion: Beta site Spring 2017; Launch Summer 2017;
   Standards/Guidelines/Training Summer 2017; Build web talent pool ongoing
   2016-2018.

B. Leverage web and interactive content to be used on multiple platforms (web, mobile app,
   social media, etc.).
   Target date for completion: Ongoing 2016-19.

C. Further develop dialogue.emory.edu.
   Target date for completion: Ongoing.

D. Tell ECL stories through student lens.
   Target date for completion: Ongoing.

Update, September 2017:
Launched emorycampus.life microsite to showcase Emory Campus Life through student stories
(August 2017). Continue to develop stories and videos for site and integrate user-generated
content.
Athletics news feed integrated into new mobile app platform (Fall 2016). Added Dooley Report
feed to mobile app in Spring 2017. Continue generating content for mobile app.

Update, March 2018:
Hired new web developer (November 2017) and launched new CASA2 websites (SILT,
Barkley Forum, RACE, Civic & Community Engagement, Belonging and Community Justice,
Social Justice Education) using new Cascade 8 and campus template.

Begin discussions on how to better serve up information that is currently on dialogue.emory.edu
to all students.

Update timeline for 2.2.a (see above) to:
Launch ECL main site Spring 2018; ECL departmental websites development ongoing 2018-
GOAL 3: ENHANCE AWARENESS OF ECL’S IMPACT ON THE COMMUNITY INTERNALLY AND EXTERNALLY.

Objective 3.1: Develop communications that demonstrate ECL’s impact on making positive transformation in the world.

A. Develop an ECL electronic newsletter.
   Target date for completion: Fall 2016.

B. Launch ECL electronic newsletter.
   Target date for completion: Develop launch plan October 2016; Launch first issue November 2017.

Update, September 2017:
Launched ECL Connection (newsletter) May 2017.

Update, March 2018:
No update.
**Objective 3.2: Raise awareness of Emory Commission on Racial and Social Justice across all stakeholders.**

A. Create and implement a 2016-17 communication plan.
   Target date for completion: Develop working group/shared goals October 2016; Develop/Launch plan Fall 2016; Monitor and Report 2016-17; Ongoing.

B. Improve student-to-student/peer information dissemination.
   Target date for completion: 2016-17.

C. Further develop dialogue.emory.edu (2.2).
   Target date for completion: Spring 2017 and Ongoing.

*Update, September 2017:*
Improved student-to-student peer information dissemination by launching CRSJ internship program (Fall 2016) with 9 interns. Internship program will continue for 2017 with 9 interns. Also increased visibility and engagement via social media intern and ambassadors.

*Update, March 2018:*
Launched CRSJ Facebook and Instagram accounts, using both platforms as a means of student engagement, awareness, and recruitment. Hosted events including town halls to inform general student body of CRSJ progress and for recruitment purposes. Coordinated and participated in informational road shows with University Senate, Faculty Senate, Employee Council, and Dooley Report. Generated articles in Emory Report and Dooley Report.