EMERGING LEADERS
INITIATIVE

Strategic Communication Plan 2018-19

ELI's Three Pillars of Civic Engagement: Increasing voter turnout, creating more opportunities for substantive civic participation, and helping emerging leaders run for and win elected positions.

<u>Historical Summary</u>

Emerging Leaders Initiative (ELI) has focused on social media to get to their target audience, using primarily Facebook, some Twitter, Instagram, and LinkedIn activity to engage Millennials. Other means of communication and PR include partnered events with the Utah Multicultural Office for Youth Leadership Day, Young Professionals of Salt Lake City, Provo, and St. George, and the Utah Intercollegiate Legislature. Media hits include a story in the Salt Lake Tribune and other radio interviews and commentary.

Challenges have included the lack of capacity both in personnel and funding within ELI that is needed to execute an agreed strategy and tactics, measure outcomes, and manage relationships.

<u>Strategic Overview</u>

Through 2018-19 ELI's communication objectives are to:

1. Build thoughtful relationships with media outlets to gain exposure, with a focus on state and local media outlets and journalists.
2. Build relationships with relevant organizations to leverage our messaging/brand to a bigger audience.
3. Engage current members and prospective members of ELI by building out a robust social media plan to boost followers on platforms including, Facebook, Instagram, Twitter, and LinkedIn.
4. Gather data to learn more about ELI's target audience (in-depth demographics among millennials) and incoming generations for historical reference within the organization. Continue to build a strong email-based newsletter and marketing database of member emails.

<u>Objectives, Implementation and Measurement</u>

1. Build thoughtful relationships with media outlets to gain exposure, with a focus on state and local media outlets and journalists. Engaging with reporters, journalists, and editors for print, web, TV, and radio can get out our messaging and branding beyond our audience of millennials. This can help with a general awareness for all other audiences and may bring in opportunities to gain exposure, collaborate or raise money. Creating an organized media list to be used by ELI will give a "checklist" of outlets and individuals to pitch. While state and local outlets are best, ELI should never shy away from national outlets, especially as newsworthy events or opportunities arise.

   Implementation

   - Create comprehensive media list (this may take several months)
   - Pitch reporters frequently—as events happen or offer ELI as relevant commentary or POV
   - Offer regular or reoccurring editorials for Deseret News, KSL, etc.

   Measurement

   Media lists should be updated as needed. Media pitches should be sent out for each event, with a press release sent out with any substantial news or change within our organization. The number of media hits ELI gets within a year, with a goal of at least 4 published or recorded pieces within the year, will measure the success of the objective.

2. Build relationships with relevant organizations to leverage our messaging/brand to a bigger audience beyond our target. (This will require some ongoing brainstorming from the board.)

   Implementation

   - Approach relevant employers and businesses in Salt Lake, Davis, and Utah counties and Southern Utah for potential charitable donations or in-kind donations (examples: Adobe, Vivint, Intermountain Health Care, ClearLink, etc.)
   - Approach or contact relevant organizations in Salt Lake, Davis, and Utah counties and Southern Utah for co-hosting event opportunities (examples: Equality Utah, UT Women Lead, etc.)

   Measurement

   Success will be measured by the number of events that are co-hosted or sponsored by *new* organizations that ELI has not worked with in the past. The target number should be one per quarter year.

3. Engage current members and prospective members of ELI by building out a robust social media schedule to boost followers on platforms including, Facebook, Instagram, Twitter, and LinkedIn.

   Implementation

   - Create a social media posting schedule/calendar to build following (at least twice a week on all platforms).
   - Use free tools, such as Buzzsumo, Followerwonk, etc., to report on engagement and planning.
   - To generate content, utilize past events to create call-out quotes, memes, etc. Offer relevant individuals/politicians/leaders, smaller companies or organizations a Twitter or Instagram "take-over" to build our social media presence.

   Measurement

   Outcomes will be shared quarterly for adjustment in strategy or tactics and content generation. Success will be measured by reaching a set number of followers for each platform: Facebook: 2,000 (likes), 2,000 (followers)

   Twitter: 1,000 followers

   Instagram: 1,000 followers

   LinkedIn: 250 followers

4. Gather data to learn more about ELI's target audience (in-depth demographics among millennials) and incoming generations for historical reference within the organization. Continue to collect email addresses for an email-based newsletter and marketing database.

   Implementation

   - Send out yearly electronic survey to gather and organize information (beyond name and email) of ELI members (or gather info occasionally when participants register for events or join ELI's email list)
   - Create database of emails for e-newsletter/marketing purposes
   - Send out quarterly e-newsletters

   Measurement

   Since the purpose of gathering data is to learn more about whom we serve, creating sharable documents and reports will help leadership gain perspective about whom we serve and who else can be targeted. The primary goal is to administer one data-collecting survey to ELI member emails once per year.