

Student NAMA Chapter Communications

College/University (DO NOT abbreviate. Spell it out so credit is given to the correct chapter.):

Iowa State University

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Explain the changes your chapter wanted to make this year compared to the previous year's communications plan. (25 points):

One thing that we really wanted to do was highlight more members throughout the summer. With us being out of school, we don't have meetings to see each other. We thought of highlighting members and their internship experiences by sharing them on our Facebook platform. By doing this, it would increase the number of likes as well as page activity. It was also a great way to keep our newsfeed up to date. With our members coming from more than 9 different majors and two colleges on campus, this was a great way for student members see what marketing internships other members had this summer - maybe it was working at an agency or for the local cooperative depending on the student's technical interest in marketing. It was great way to show our members what opportunities are out there.

Outline the plan you developed to improve communications, noting whether it was to improve content or frequency.(25 points) :

The plan that we developed included both content and frequency. As previously mentioned, over the summer our page tends to lack content. The secretary wanted to create new, relevant content and post on a frequent basis to let our followers know that we are still working hard and learning throughout the summer. We chose to highlight student members and their internships. Prior to summer break, student members were asked to submit what their internship was for the summer and who they were interning for. The number of responses we received determined how frequently we posted.

Describe, in detail, how the plan was executed. (25 points):

In the month of April, our secretary talked about it at a monthly meeting that she was looking to highlight our members on Facebook. She later sent out an email with a few simple questions regarding their major, hometown, and what they were doing for the summer. Once she received member information, she began designing a graphic that included the information as well as forming some text to go with the

graphic. The secretary worked diligently to schedule the posts of all students' internships by the end of May. She was able to have all the posts written and scheduled. The secretary really encouraged members to share their posts to grow the reach as well as increase pages likes.

Describe the results in quantified terms. (25 points):

The results for our simple idea were phenomenal. Throughout the twelve weeks of posting in the summer, our thirteen internship spotlights were able to get a total of 5,589 likes along with 877 clicks and 32 new followers to our page. This was more than we could've imagined. During the summer of 2017 we were only able to get 1,660 likes with minimal page activity. It was a big jump from the previous year, but we will work even harder to improve that number during the 2019 summer.