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ARTS AND SCIENCE UNDERGRADUATE SOCIETY

Undergraduate Society

MARKETING &
COMMUNICATIONS OFFICE
STRATEGIC PLAN
2023-2024

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Mandate

The Marketing & Communications Office is responsible for all promotions and advertising within the Society and works with other teams in ASUS to provide creative and effective marketing material. Without the Marketing & Communications Office, all the hard work that the thousands of ASUS volunteers do each day would not be possible as there would be little awareness. It is the responsibility of the Marketing & Communications Officer to ensure that students are aware of the Society and the initiatives that come from it. Keeping communication strong and constant is a priority of the Marketing & Communications Officer, as it will benefit the Society and its reach to students. Maintaining a strong visual identity for the Society plays an essential role in shaping the image of the Society and is essential in getting students involved and interested in the things we do. It is up to the Officer to maintain a strong, consistent brand that is easily recognizable and is of the highest quality.

Opening Statement

Hello everyone,

My name is Helena Shimwell, and I am incredibly honoured to be this year's Marketing and Communications Officer! I am excited for this opportunity and thrilled to be working alongside such a passionate and driven council. I know that together, we can accomplish several great things within the Artsci community and Queen's Campus as a whole. I feel that the Marketing and Communications Office of the Arts and Science Undergraduate society is of the utmost importance, as through our various social media accounts, graphics and websites, we are able to reach out to and connect with many Artsci students. This helps us with spreading awareness about what ASUS is responsible for, what we seek to accomplish and what resources and events we offer throughout the school year. Thus, it remains critical that the MarComms office takes all appropriate measures to reach and represent all demographics of the Queen's community, using multi-media advertising, in-person and online announcements, utilizing OnQ to peak student interest and giving students a chance to provide feedback on ASUS, as a whole. In addition, it is crucial that the MarComms office stay active on all social media accounts, using images and graphics which make ASUS seem more approachable and interactive, as well as representative of the student body. I believe that this would require a re-brand of the ASUS Instagram, using a less harsh colour scheme and including more faces and videos on our feed. Furthermore, being active on tiktok, engaging with students on campus would be highly beneficial for ASUS marketing. Facebook and LinkedIn must also be used regularly, as this is how we connect with the larger Kingston community, working to bridge the gap between Queen's students and Kingston residents/locals, while also advertising the positions we're hiring. Ultimately, this year for the MarComms office, a focus needs to be placed on student engagement, representation, inclusion, making ASUS more approachable and re-vamping our various social media platforms. Hopefully this would increase ASUS event turnout and help students to find important information, opportunities and resources.

Marketing and Communications Goals

Increase awareness of ASUS events, resources, programs etc.
Currently, much of the advertising for ASUS events, resources and programs is done solely through the various ASUS social media platforms. While this is a good way of reaching several demographics of the student body, we could reach more using the following methods.
- I want to have more on campus advertising in various Artsci buildings, libraries and student centres. These would have to be very eye-catching to gain attention from students and would need to be changed weekly to keep-up with the upcoming events of ASUS.   - In addition to on campus advertising, we could also use OnQ and student email addresses to give bi-weekly "what's happening at ASUS" updates to students. These would include important information students need, resources, events etc.   - We would also need to be updating all of our social media accounts more regularly, not relying so heavily on Instagram, but also utilizing our Facebook, twitter, tik tok and LinkedIn more, as this would help us to reach more of the student body.
The only issue with increased advertising, is that we don't want to overload students with information to the point where they become frustrated with hearing about ASUS activities. We need to be short, simple, to-the-point and unique with our delivery of information.

Putting out content which makes ASUS more approachable and relatable
We want students to be able to relate to the various initiatives, events and programs offered through ASUS. In addition, we want to be inclusive of all students ensuring they feel comfortable approaching council with ideas, questions, comments or concerns. To help students feel ASUS is approachable, relatable and open to all students, the following can be done.
- Using more faces on the ASUS Instagram, using less template graphics and more interactive content which includes representations of the student body.   - Keeping up to date with relatable tik tok trends that students follow and seem to engage with.   - Doing interviews of students on campus asking their opinions, or fun questions, something to bridge the gap between ASUS and the student body.   - Re-creating "Are you kidding TV" videos, which incentivizes knowing what ASUS is, what events we have going on and makes interacting with ASUS executive and council more normalized.   - Utilizing council takeover videos to show transparency of what each exec, commissioner or officer does, their daily tasks, struggles, what they do in their free time etc. this would help make council and ASUS more relatable to students.
An issue which could occur is losing a sense of professionalism, which we obviously want to maintain. However, if we could find a good balance between professionalism and approachability, then the overall success in ASUS engaging with students would be vastly improved.

Improving ASUS Market Research

Market research remains incredibly important to ASUS, as it provides us with the information we need to improve our commissions and offices in order to benefit students. The more market research the better, so long as we receive feedbacks from all demographics at Queen's and utilize both positive and negative feedback to improve ourselves.

- Implementing quarterly student feedback surveys to get an idea of what events are most successful, what marketing tactics work most efficiently and how we can improve to benefit the student body.
- Conducting in-person interviews at various ASUS events to get people's real-time responses.
- Asking for market research feedback about each commission/office, so we know what unique improvements are required for each one.
- Incentivizing survey responses using giveaways, raffles or draws to increase participation. (Could budget for gift cards, tams etc.)

Again, we want to make sure students don't get annoyed with the surveys, however, incentivizing survey responses might work to solve this possible issue. We also want to ensure we reach all students to get their feedback to get a complete picture of what the student body is feeling.

Making the website more accessible and easier for students to follow

Currently, our website contains several tabs which has the same information as other tabs or is missing information which should be present. This makes it difficult for students to access important information about what ASUS does, our offices and commissions, as well as our resources, programs, events and employment opportunities. To improve the website, the following changes can be made.

- Having one dedicated to all offices and commissions, rather than just the offices tab which only includes governance and equity.
- Like the ASUS store, Artsci cup should have its own website. There, we can include more footage of the game, a roster and sponsorship information.
- Changing the "Internal" tab of the website to "Requests", as this is where people find marketing, IT, and HR requests.
- Having sub-heading in the "for students" tab, so students know what commission/office is responsible for each service.

So long as we don't make the website too simplistic, I feel that removing some elements or combining some tabs would work to make website navigation easier for students, faculty and others. This would give ASUS a greater sense of professionalism.

ASUS Instagram revamp

Right now, the ASUS Instagram features a lot of harsh red tones, with accents of white or black. This makes it hard to differentiate between posts and makes it so that all elements of our Instagram feed blend together. We should change this colour scheme to be softer and feature red accents.

• Using more backgrounds which have pictures of campus or students and having the ASUS red text featured over top of the photo.
• Using more canva templates which feature red accents and lighter white backgrounds, rather than white accents and a red background.
• Using fonts which aren't so harsh and bold (straying away from Montserrat and Open Sans).
• Including more videos and interactive content within the Instagram.
With this, we just need to ensure that our feed doesn't become too boring or bland. We also need to make sure that our posts aren't too similar to each other, making sure we vary between canva templates, images of students, videos etc.

Volunteer of the Month Appreciation Graphic
It is important to recognize all of the hard work and dedication which goes into running the various aspects of ASUS. To show our appreciation for volunteers having a graphic dedicated to recognizing the efforts of the volunteer of the month would be amazing.
• Including a picture of the volunteer of the month, as well as their name and position on the graphic.
• In the caption explaining why they received volunteer of the month and how their contributions to ASUS have helped us to achieve success and benefited the student body.
• These kinds of posts help to incentivize working for ASUS, while building a strong sense of appreciation, community and support within ASUS.
With these volunteers of the month posts, we must ensure that other volunteers don't feel that their work is being under-valued and unappreciated. This can be done by implementing an end of year thank you graphic for all ASUS volunteers, making one carousel post per commission/office, highlighting the work of all their volunteers.

Committee Team Descriptions and Goals

Committee Descriptions
Videography Team
The videography team will be responsible for video-taping all requested ASUS events, social media content and advertising content. In addition, they will be responsible for editing and uploading all videos within a time frame pre-determined by the Marketing and Communications Officer.
Goals: - Post more video content on the ASUS Instagram and website - Have stock videos to be used for event promotion - Assign videographers in a way so that no one individual is overwhelmed or overworked - Use unique angles and techniques to make ASUS videos stand out from other Queen's council and club videos

We need to make sure all videos are uploaded, stored and labelled properly so that important content is not lost or unable to be used.

Committee Descriptions
Photography Team
The photography team will be responsible for photographing all requested ASUS events, social media content and advertising content. In addition, they will be responsible for editing and uploading all photos within a time frame pre-determined by the Marketing and Communications Officer.
Goals: - Include more photos with student faces and pictures of campus - Increase number of event photos, trying to get to as many as possible this year - Assign photographers in a way so that no one individual is overwhelmed or overworked - Use unique angles and techniques to make ASUS photos stand out from other Queen's council and club photos.
We need to make sure all photos are uploaded, stored and labelled properly so that important content is not lost or unable to be used. Additionally, we need to make sure photos for specific commissions, events, councils etc. are taken on the same camera.

Committee Descriptions
Graphics Team
The graphics team will be responsible for creating graphics to be used on the ASUS Instagram, Facebook, LinkedIn, OnQ and website. In addition, they will be responsible for designing the on-campus bulletin boards and designing graphics requested by various commissions, offices and branches of ASUS.
Goals: - Use both canva and Adobe illustrator to have unique designs - Keep away from harsh colour and fonts to make our Instagram feed more neutral - Ensuring graphics are assigned evenly between designers so we can meet deadlines - Incorporate more animations into graphic templates
We want to avoid repetitive designs, commonly used templates and dis-organization in terms of design rotation.

Committee Descriptions
Social Media Team
Monitor all ASUS social media accounts, posting on Instagram, Tiktok, Facebook and LinkedIn. Additionally, they must make sure the social media is well-formatted, not over-crowded and eye-catching.
Goals: - Posting bi-weekly tiktoks (keeping up with current trends) - Posting more interactive content on the social media to help with market research initiatives

- Having two Instagram stories posted per week
We need to ensure the Instagram isn't sewered, the LinkedIn continues to be used for hiring purposes and the Facebook is used for broader Kingston community outreach and connection.

Committee Descriptions
Market Research Team
Responsible for creating the quarterly ASUS feedback surveys, accurately recording the information and presenting the information in an organized document to be shared on the ASUS website. Additionally, they will attend events and get feedback from participants on how events can be improved and better organized.
Goals: - Incentivize market research responses using gift cards advertised on the ASUS Instagram   - Think of questions which provide constructive criticism to ASUS commissions/offices   - Incorporate both positive and negative feedback into final market research reports
We must ensure that both positive and negative feedback are appropriately incorporated and that both students and ASUS as a whole can benefit from market research initiatives.

SWOT Analysis

Strengths:
Strength 1: This strat plan aims to make ASUS marketing more approachable, inclusive, and accessible, by using various media platforms, on and off campus advertising and keeping up with social media trends. By using multi-media advertising and marketing we will be able to engage with more groups of students on campus, in turn, increasing event participation, improving accessibility to resources, services and job opportunities! Ultimately, this will make ASUS more popular among students and ensure that each individual is receiving the same opportunities through ASUS.   **Strength 2:** The marketing team assembled each have their own unique and creative ideas to improve the ASUS marketing department. This will make our various social media accounts stand out from other Queen's accounts, working to grow our following and peak student interest.
Weaknesses:
Weakness 1: Having several social media accounts, as well as on and off campus advertising, means that we could run into the issue of over-crowding our social media accounts and giving students too much ASUS content or repetitive information, which would make people irritated or annoyed to see content from ASUS. So long as we only post a "what's happening at ASUS" infographic bi-weekly on the OnQ, space out our Instagram posting schedule using

Calendly and post bi-weekly tik toks, we should be able to remain active on social media, while keeping students engaged rather than overwhelmed with content.

Weakness 2: Having to take pictures for several different commissions, clubs, events etc. makes it more likely that we will lose photos, have them placed in multiple files or never have them uploaded into the MarComms One Drive. To remedy this weakness, we need to have a system in place in which all photographers must upload the photos they have taken to the MarComms drive within 24 hours, and report to the photography director once they have done so. This way we can ensure that photos are properly uploaded, stored and named so that they can be easily found and distributed accordingly.

Opportunities:
Opportunity 1: Having more giveaways and interactive videos with students on campus means that students will be more likely to keep up to date with ASUS social medias, working to expand our following and promote our events, resources and opportunities. This opportunity will also help to build a sense of community and support for ASUS.

Opportunity 2: Having quarterly market research surveys distributed to students through our OnQ page, Instagram and website 4 times throughout the year will give us the chance to see what students like and don't like about ASUS, how we can improve individually, as commissions/offices, and as an entire team. This will help us to achieve success this year and in years to come, as we will be able to better understand what works and what doesn't in terms of student interest in events, programs, resources and services.

Threats:
Threat 1: As it stands currently, our marketing team is quite small, in terms of our photography and videography staff specifically. Thus, it is possible that the photography and videography directors (once hired) could become overwhelmed and over-worked, leading to a poor working environment, with a lack of support. In order to avoid this, we need to promote photography and videography team hiring on LinkedIn, Instagram and the ASUS OnQ, provide support to our directors when needed and make sure the directors are equipped with proper resources and training to help them succeed.

Threat 2: With having to do so many posts for different clubs, offices/commissions, events etc. Content can sometimes be too repetitive or too similar to each other, making our social media presence stale and boring. To avoid this, we need to make sure we have a good mix of video content, images of students as well as graphics on our social medias to keep students engaged and interested in marketing content.

Timeline

May	• Meet the council post.

	• First meeting with deputies to discuss hiring, interviews, goals, expectations etc. • Hiring post for all offices/commissions. • LinkedIn hiring posts.
June	• Interviews for graphics director, social media director(s) and market research director(s). • Grad post (what is one piece of advice grads would give to incoming first year students). • Design council polo shirts and quarter zips • Design orientation promotional materials (tote bags, pens, notebooks, stickers) • Research Arts and Science merch and create Pinterest boards.
July	• Order council polo shirts and quarter zips. • Order orientation promotional materials • Finalize Arts and Science merch designs and mockups • Hire photography and videography directors
August	• Start OnQ advertising • Get to know Queen's campus tik tok • Film "Meet the Council" video (pre-week) • Council headshots (pre-week) • Website updates
September	• First "AreYouKiddingTV" video, giving out something to make the transition back to classes easier • Advertise end of summer BBQ • DSC and PSC Headshots • Start advertising free Artsci student headshots • Marketing summit • Post "meet the council" video

October	• Halloween street interviews • HOCO sheet sign for the house • Midterm tips and tricks Instagram post • Free things to do in Kingston tik tok • Head gael reveal • Orientation Chair reveal • OC reveal • First Market research feedback survey
November	• Life after Artsci event graphic • Life after Artsci speaker reveals • Life after Artsci promo videos and tik toks • ASUS birthday video Instagram • ASUS birthday video tik tok • Celebrate with us ASUS birthday event w/students
December	• End of term message • Second "AreyoukiddingTV" video, giving out something to make exam season easier (like a TAM, giftcard etc.) • First Artsci cup teaser • End of term "Winter in Kingston" tik tok
January	• A day in the life of each council member (via tik tok) • Connect with council graphic and infographic • post on Linkedin about connect with council and council employment opportunities • Artsci cup advertising posts on Instagram and tik tok • Roster reveal on Instagram • Second market research feedback survey
February	• Third "AreYouKiddingTV" video, giving away Artsci Cup tickets • Advertise Council Hiring • Advertise running in the winter exec election

	• Black history month posts
	• Artsci Cup live updates during the game and live updates on ticket sales
March	• Third market research feedback survey
	• Announce next year's executive team
	•
April	• Goodluck on exams post
	• Things to do in Kingston in the summer
	• Goodbye cards from council
	• Summer school resources post

Collaboration with General Manager

In order to hold myself accountable and meet all goals and deadlines I have set for myself this year, I will be collaborating with the general manager to review my timeline and expectations, ensure my team is working to the best of their ability and getting the support they require, and creating strategies which will help to create success for the Marketing and Communications Office this coming year. In addition, working with my direct report and communicating goals and achievements will help to keep my team and I on track.

Closing Thoughts

The Marketing and Communications team has put together a strategic plan which seeks to expand our marketing opportunities and outreach to students, becoming more inclusive and accessible, while promoting ASUS events, programs, resources, services and opportunities. We strive to meet goals which modernize our social media accounts, make ASUS more approachable, refine website organization and improve our market research division, to provide all offices and commissions with constructive criticism, which will be beneficial in the long run. With the timeline I've created I feel confident the Marketing and Communications office will achieve all our goals on schedule and create a more well-organized, relatable and effective ASUS marketing strategy.

Best wishes,

Helena Shimwell *(she/her/hers)*
Marketing and Communications Officer

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