

Carolina International House at Maxcy College

Communications Plan

By Oré Oluwole

Introduction

Maxcy has various communication channels and it's important to know and understand how to use them when conducting public relations work for the residence hall. As Maxcy expands in following and recognition at USC, communication is essential to show what the community is both internally and externally. This communications plan is a guide to help any student in this effort.

Communications work consists of:

- Social media messaging
- Whiteboard messaging
- Monthly glass calendar
- Weekly meetings with Kareemah Dennis to plan messages and content
- Creating events in Eventbrite
- Collaborating with multimedia residents (Taylor, Vania, Katie, Justice and Maya)
- Storing pictures and videos in the Maxcy Google Drive

Goals

- To inform residents of events in the building
 - To showcase what the Maxcy living- learning community is
 - To enhance the Maxcy brand both internally and externally
 - To encourage community engagement
 - To be able to create and tailor messages for each specific online platform
 - To be knowledgeable of everything going on in Maxcy
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Always keep the Maxcy mission statement at the back of your head

Mission Statement: Maxcy College is a Living-Learning Community of *domestic and international students that promotes cross-cultural understanding* within the College and across campus. The House offers community-sponsored activities *that engage students in international affairs, involve students in international dialogue, encourage students' wellness and personal growth, and inspire students to explore new career possibilities*. The International House also serves as one of the chief components of "Global Carolina," and as such comprises a *vital hub for international activities* across the USC campus.

Maxcy's communication channels

- Facebook
 - Twitter
 - Instagram
 - Monthly newsletter
 - Whiteboard in the lobby
 - YouTube channel
 - Email
 - Website
 - Glass Calendar
 - Blog
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Audiences for communications activities

- Domestic and international residents
- Prospective domestic and international residents
- Parents
- Outside faculty and staff
- Students interested in international relations/who are going abroad/who've gone abroad
- ISS and Study Abroad
- Maxcy alumni

***Note: all messages won't be targeted to these groups but it's important to know what types of people will see and interact with the community online**

Twitter

This is the social media account that most residents do not have or use in the building.

Because Twitter is a public account, this is not a primary source for internal communications.

It's another way to promote events after they've been promoted on Facebook.

Engagement

- Twitter has less residents on it compared to other social media platforms but it is possible to still drive some sort of engagement
 - Like or retweet residents or campus organizations when they mention @maxcy_college if the tweet is appropriate
 - People are most likely to keep engaging when a brand likes or retweets their mentions
 - See something internationally themed on Twitter? Retweet or quote the tweet.
 - In Twitter moments, there is a weekly Travel Tuesday story that highlights places around the world. Last semester this was incorporated in weekly international spotlights that were quoted. **(example at the end of the document)**
 - Twitter can be used more leisurely than other platforms. Take advantage of recurring hashtags like #TravelTuesday, #MondayMotivation, #TBT to increase engagement and to diversify the content being posted.
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Email

- Email is not widely used in the building as it once was because it was proven that many residents do not read it.
 - Email should be left to Meg Southern, Dr. Snyder and Trevor Sutton.
 - When email is used, it's usually for longer messages. The communications work that this document outlines deals with shorter messages which is why email is not needed.
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Facebook

This is one of Maxcy's best resources for internal communications. Facebook is best for announcements and updates in the community. This is the social media account that most residents have and use in the building.

This Week @Maxcy

- This is a weekly document on Facebook posted Monday mornings. The document gives a snapshot of everything going on in the building during that week. **(example at the end of the document)**
- Because Facebook is an internal account, this is a good way to let residents know what's going on at the beginning of every week

Facebook events

- For some events, providing an announcement is not enough, an event needs to be created.
- Creating an event provides a buzz and is another way of promotion.
- For special events like culture nights and culinary demonstrations, create a Facebook event at least two to four days before.
 - Lunch with Dr. Snyder works best on that day because it's a more causal event.
For instance, if lunch is at noon, creating the event by 9 a.m. is good.
 - For Tea Time, create the event one to two days before the event.

Eventbrite

- This tactic is used for specific events – especially Tea Time, Lunch with Dr. Snyder and culture nights. **(example at the end of the document)**
- When creating an event in Eventbrite, this is always paired with a Facebook event. Post the link in the description section of the event page and on the page itself because sometimes the link in the description is not always clickable.
- Use Eventbrite for events that have a limited amount of space or that require an RSVP.
 - These are typically events that provide food.

Instagram

Instagram takes a different approach to Facebook and Twitter. The account takes a past and future approach.

There's a wider audience for this platform with this being the account with the most following. The platform takes the approach to showcase what goes in and around the residence hall.

Encourage people to use the hashtag #maxcycollege throughout the semester.

Post at least 3 – 4 times a week.

Internal Communications

- This the future approach.
- Promoting internal events should be done sparingly. For big events like visiting fellows, culture nights and other special events, it is good to promote these things on the account. For smaller events or weekly events, these do not need to be promoted.
- It's best to not focus too much on internal communications on this account because that's what Facebook, the whiteboard and glass calendar emphasize.

Showing the Maxcy community

- This is the past approach.
- Majority of posts on Instagram deal with highlighting something that happened in the residence hall event. The visuals are great for events like Passport Playlist, Tea Time, culture nights and Salon events.
 - Always think of the big picture and ways that Maxcy is engaged around the university like Open House, Admitted Student Day, Service Saturday, Anne Frank House, etc. All of these make for great visuals on Instagram.
- This is when it's important to go to an event. Preferably use the Maxcy Cannon camera but iPhone pictures also work. If you cannot attend an important event always make sure to arrange for someone to take pictures of it.

Where in the World in Maxcy

This is a weekly post on Instagram that highlights international residents, domestic residents or visiting staff/faculty members. This showcases the unique people that live and come to Maxcy. It adds a more personal side to the people in this community. This will be more of a snapshot since it's on Instagram and meant to be short (**example at the end of the document**).

Basic interview questions for a student (can also be expanded depending on the person):

- From?
- Home university?
- Major?
- Fun fact (if appropriate)?
- How has your experience been at the University of South Carolina (try to get them to expand on this)?
- How has your experience been specifically in Maxcy (try to get them to expand on this)?

*Have not done a profile on a faculty/staff member yet so talk to Dr. Snyder, Meg or Kareemah about questions to ask.

Lobby Whiteboard

This is a physical resource that helps with internal communications.

Every day, write what events are going on in the building, where and at what time. This is something everyone sees which is why it's such a useful resource (**example at the end of the document**).

To add some entertainment to the board, a word of the day and quote of the day are featured. Word of the day is on the front and quote of the day is on the back.

- Check with Meg and Kareemah to see what other features or alternatives they want on the board.
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YouTube

This is Maxcy's newest social media platform. The end of the semester video yearbook is a staple but now more videos can be uploaded to the account.

Some ideas for videos are with:

- Music video
 - One music video can be inside of Maxcy and one can be outside like the Shake it Off video.
- Highlights of a culture night.
- Highlights and an interview with a Visiting Fellow.
 - The interview with Asle Toje is still on the camera and can be used for a video.

*Talk to Dr. Snyder or Meg about more ideas and for approval with these videos.

Glass Calendar

At the beginning of every month get the calendar of events from Kareemah then write all the events, times and locations on the glass calendar in front of the classroom.

Community Photo

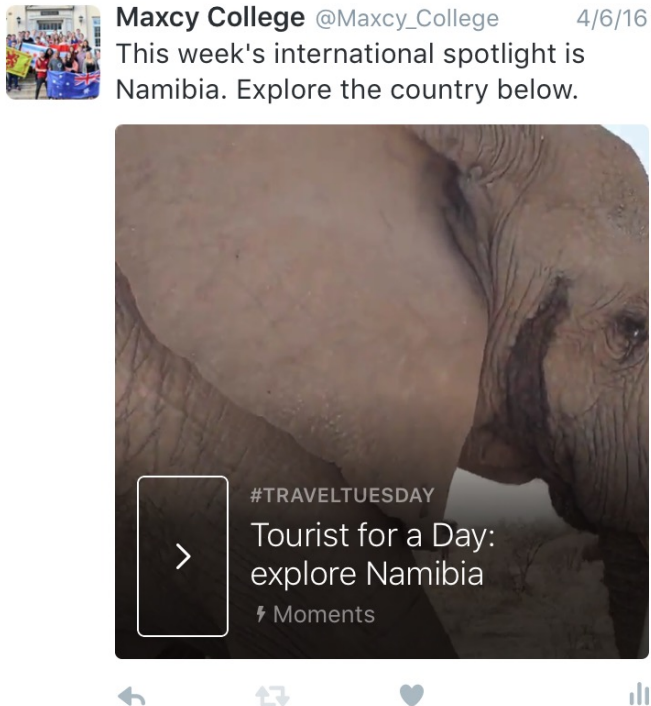
- Since the community changes every semester, there should be a community photo every semester.
 - Having a community photo is good branding for the residence hall.
 - One photo with everyone in the community and one photo with various country flags.
 - Residents should wear their community t-shirts.
 - Picture is good for updating profile pictures on Twitter and Instagram social media accounts.
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Demographics

- Every semester have a document that highlights where everyone in the building is from.
 - Can have one document for countries and one document for states.
 - This works with branding and can be turned into a brochure that's used in the building and for open houses and admitted student day.
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Examples

International Spotlights on Twitter



This Week @Maxcy

This Week @ Maxcy

Monday
2-4pm: Passport Playlist. Listen on 90.5 FM or wusc.sc.edu

Tuesday
4-5pm: Tea Time – Dining Room (**RSVP**)
8-9pm: French Conversation Hour (**Classroom**)

Wednesday
No Maxcy Events

Thursday
6-8pm: German Conversation Hour (**Classroom**)
6-8pm: Study Abroad Association Potluck (**Dining Room**)

Friday
12-1pm: Lunch with Dr. Snyder (**RSVP**)

Instagram Profile



maxcy_college

25 likes

1w

maxcy_college This week's "Where in the World in Maxcy" profile features resident Omar Baraket. Omar is from Italy but now lives in Tunisia. He's here @uofsc for 3 years pursuing a degree in business administration. Fun fact: His dad is one of the first Zumba instructors in Tunisia and now Omar teaches his own Zumba class at Strom.

When talking about his Maxcy



Add a comment...

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Lobby Whiteboard

