Develop Club Communications Plan

Progress	Done
Tags	Branding Strategy
Date	@May 6, 2024 → May 7, 2024
Status	On Track

RESPONSIBLE	Daniel Pham
ACCOUNTABLE	Daniel Pham
CONSULTED	Tommy
INFORMED	Jin, Jusung

Description

Develop a club communications plan for Summer 2024 forward, focusing on rebranding, establish communications channel for student engagement

Requirements

- [x] ~~Define mission, vision, core values, value proposition~~
- [x] ~~Club official mandate on SFSS Go site~~
- [x] ~~Club "about us" in social media~~
- [x] ~~Create brand identities (logo, slogan, etc.)~~
- [x] ~~Identify suitable communication platforms (social medias, in-person, etc.) and message guidelines for strong member relationship (storytelling)~~

1 - Mission, Vision, core values

Mission

> 💡 **Where Passion Meets Purpose**

Our mission is to provide a platform for students to transform their passions into projects that not only enhance their portfolios but also contribute positively to our community.

Vision

> 💡 **A World Empowered by Student Innovation**

We envisions a future where student-led projects become a driving force for community innovation, shaping a world where passion create positive impacts.

Core Values

> 💡 3Cs: Connect, Collaborate, Create

+ **Connect:** Individuals from diverse backgrounds and talents.

+ **Collaborate:** Practical project to gain hands-on experience.

+ **Create:** Innovative solutions to solve community challenges.

Value Proposition

> 💡 Network through events, portfolio through projects, leadership experience through project management

- **Innovation network:** As a member, you will gain access to a network of enthusiastic individuals from diverse disciplines. Participate in **workshops, seminars, and social events** to network with peers, exchange ideas, and establish connections that will last beyond your time at SFU.

- **Hands-on experience:** As a project member, you will gain real-world experiences through collaborating on **practical projects**. Elevate your communication and teamwork abilities, supported by guidance from experienced alumni and industry professionals, to build an outstanding professional portfolio that will serve your future career goals.

- **Leadership development**: As a project leader, you will gain invaluable experience in leading initiatives to tackle community challenges. Develop leadership skills essential for navigating your team through challenges and **demonstrate leadership abilities** that set you apart in the workforce.

2 - Club Mandate

> 💡 Formal club description on SFSS Go and official website

We are the cornerstone for student development and community advancement through project-based initiatives. We are committed to creating a dynamic environment where students can **connect** with like-minded individuals, **collaborate** on meaningful projects, and **create** innovative solutions that address community challenges.

3 - Club "About US"

Welcome to [Club Name]! We craft meaningful projects for the SFU Community. Whether you are a tech enthusiast or creative product designer, we offer a platform to bring your ideas to reality. Together, we create awesome projects that matter to our community while enhancing your portfolio for your future career. #ConnectCollaborateCreate

4 - Club brand identities

Logo

💡 Encapsulate the idea of project and collaboration (3Cs core values)
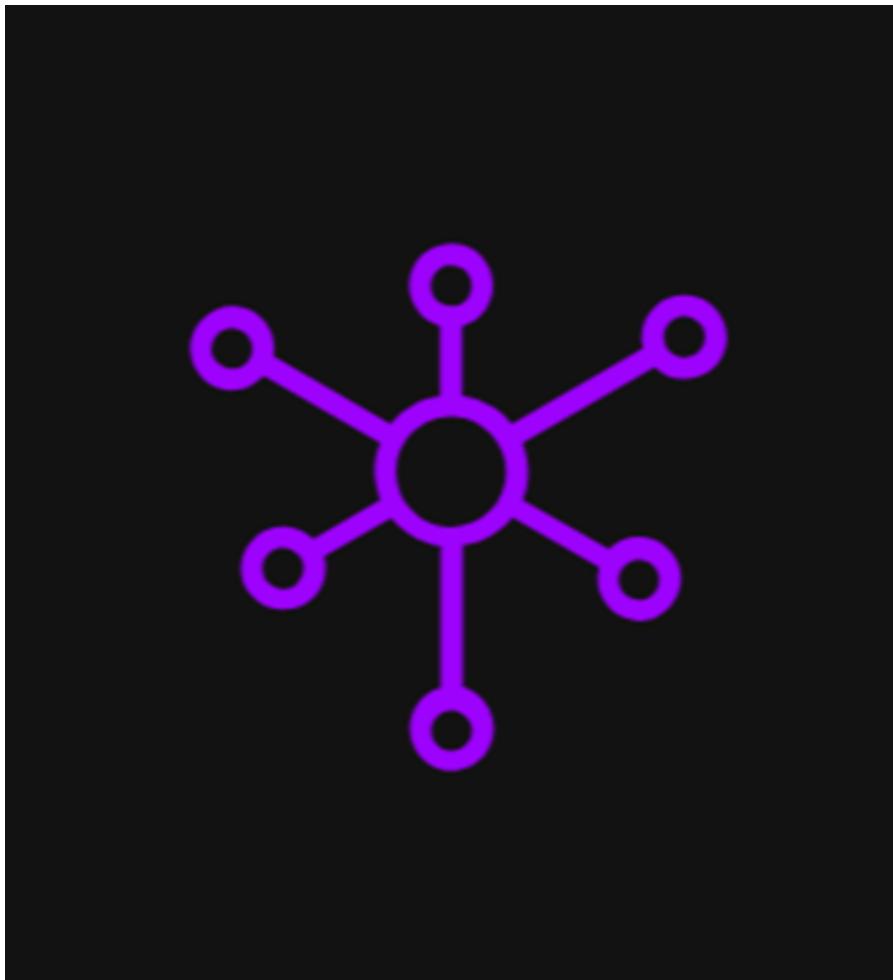
Light mode

+ Logo: #FFFFFF

+ Background: #6A1B9A

Dark Mode

+ Logo: #9D02FD

+ Background: #121212

Slogan

> 💡 Encapsulate purpose and values

"Where passion meet purpose"

Color Palette

> 💡 Used in posters, banners, social media graphics

Main colors:

> 💡 For most of the graphic

- Dark Violet: #6A1B9A (Main color for background)
- White: #FFFFFF (Main color for text and illustrations)

Dark mode colors:

> 💡 Situational such as dark mode on website

- Vivid Violet: #9D02FD (Backup color for text and illustrations)
- Very Dark Gray: #121212 (Backup color for background)
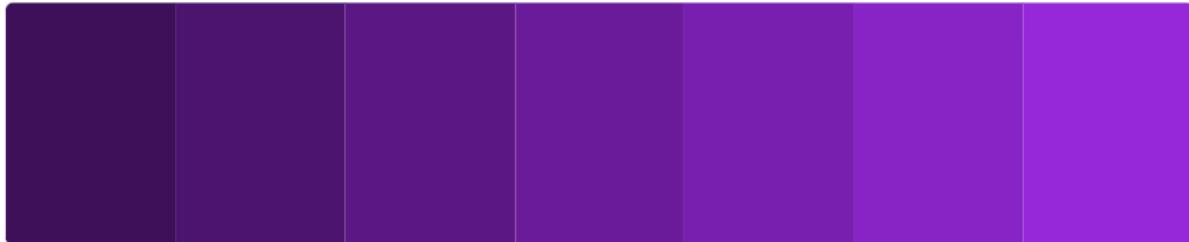
Monochromatic

> 💡 For different shades on website theme and poster graphic

- Left to right: #3D1059, #4C136F, 5B1784, 6A1B9A, #791FB0, #8823C5, #9628D9

Monochromatic Color

- Best pairing colors: #4C136F, #8823C5

Analogous
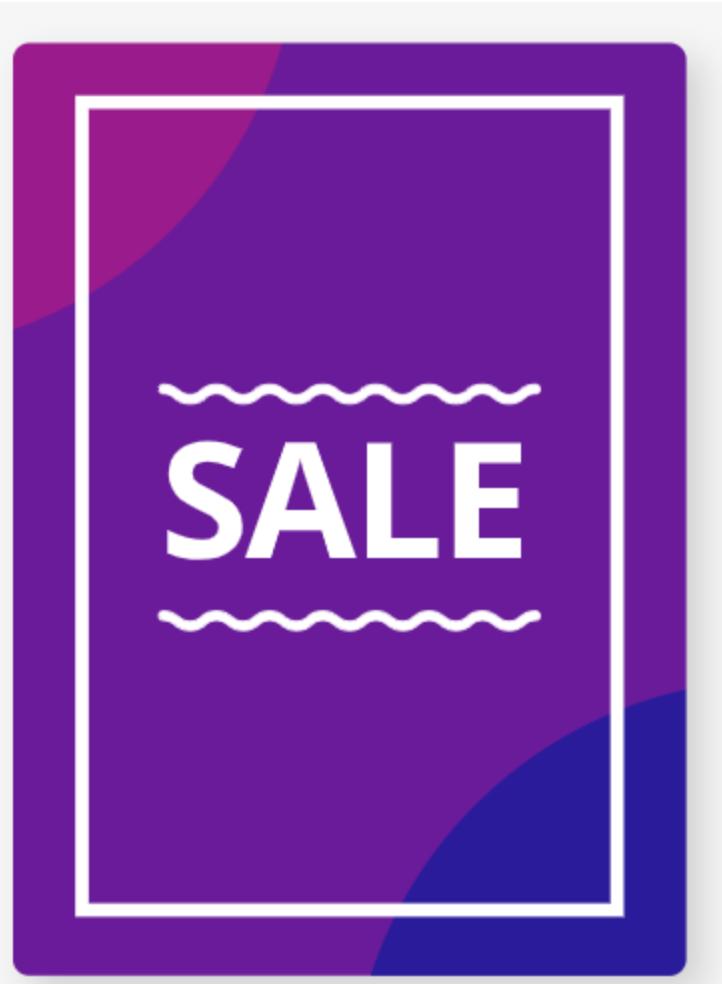
> 💡 For closely complimentary shades on website theme and poster graphic

- Left to right: #2B1B9A, #6A1B9A, #9A1B8B

Analogous Color

- Useful to add compliment the main color when designing graphics

POSTER

- When necessary, increase hue and brightness of the two complimentary color for better representation in illustration

ProjectHub

Where Passion Meet Purpose

Style Guide

- Minimalist (avoid fancy graphics)

- Strong and simple typography (HK Grotesk - Bold, Open Sans - Bold, etc.)

- Simple graphic to represent the main themes of the club (light pub for ideas, network for connections, futuristic lines for background graphics, etc)

5 - Communication channels

💡 Effective tools to help the club reach students

Email

- Main channel for formal and direct announcement through SFU mail list

- Useful for detailed information such as event newsletter

- Overload can lead to ignoring emails (drown in other school related emails), need for more engaging approach

- Only 1-way (downward from announcer), with delayed response

Social Media

- Discord is the main platform for chatting and commenting on activities, Instagram and Facebook for keeping up with events announcements (follow, likes, etc)

- Real-time engagement with 2-ways communication approach

- Instagram Stories, Facebook Highlights are good way to engage students through event recaps

- Can be distracting and drown in other contents, the need to standout in message delivery and content

Content Platform

- University/SFSS blogs, email newsletter, highlights on social media can improve brand visibility and club activities

- Provide more credibility when being recognized by the school

Video Platform

- Platforms such as Youtube, Tiktok can provide engagement through video recap of events, project demos, etc

- Need to produce content regularly and high maintenance (video editing), and comment moderation to avoid negative feedback

Online Forums

- Forums such as Reddit can be an alternative for discussions (Discord) when the club exponentially with many alumni still in the Discord

- Useful for multi-thread discussions when Discord Channel grows too big, allows for more purposes such as Tech Q&A, Ex-Project Lead AMA, etc