

A black and white photograph of graduates in caps and gowns walking through a hallway. The hallway is lined with large informational posters on both sides. The scene is brightly lit, creating a high-contrast, slightly overexposed effect. The graduates are in motion, walking away from the camera.

# Overview: **Communications Strategy**

**State Council of Higher  
Education for Virginia**

# Measurements

**Twitter impressions:**  
April -July 2015: 27,200  
vs. April-July 2016: 97,900

**+260%**

**Twitter followers:**  
January 2016: 400  
vs. July 2016: 600

**+50%**

**Attendance at "Our  
Students, Our Future"  
summit, June 2016**

**280**

**Copies distributed of  
Spring 2016 SCHEV Update  
publication**

**625**

# Consistency = Effectiveness

**Branding:** Logo, colors, design standards across platforms.

**Messaging:** Clear, effective, consistent language that has impact on target audiences.

# Consistency = Effectiveness

## Branding:

- Online/website
- Publications
- Social media

# Consistency = Effectiveness

## Messaging:

- Understand audiences through interviews, surveys, other research.
- What they care about.
- How to reach them.

# Communications Feedback Loop



# Different Audiences, Different Tactics

Parents & Students



Policymakers



Business/Econ. Dev.



# Different Audiences, Different Tactics

## Parents & Students

**Paid:** Facebook ads,  
parenting magazines

**Earned:** Articles, radio &  
television news

**Social:** Facebook,  
Snapchat, direct texts  
(opt-in only)

**Owned:** Targeted  
website

## Policymakers

## Business/Econ. Dev.

# Different Audiences, Different Tactics

## Parents & Students

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website

## Policymakers

**Paid:** Newspaper ads,  
public broadcast  
sponsorships

**Earned:** Op-eds,  
newspaper articles

**Social:** Twitter

**Owned:** Website, white  
papers, reports, blogs,  
newsletters

## Business/Econ. Dev.

# Different Audiences, Different Tactics

## Parents & Students

**Paid:** Facebook ads, parenting magazines

**Earned:** Articles, radio & television news

**Social:** Facebook, Snapchat, direct texts (opt-in only)

**Owned:** Targeted website

## Policymakers

**Paid:** Newspaper ads, public broadcast sponsorships

**Earned:** Op-eds, newspaper articles

**Social:** Twitter

**Owned:** Website, white papers, reports, blogs, newsletters

## Business/Econ. Dev.

**Paid:** Ads in trade journals, convention sponsorships

**Earned:** Trade press, op-eds

**Social:** Twitter

**Owned:** Targeted section on website, white papers, reports, newsletters

# Strategy Outcomes

## Communications by Category

- **Paid:** Planned
- **Earned:** Articles and editorials in Washington Post, Richmond Times-Dispatch, Daily Press, Associated Press, more
- **Social:** Twitter, Facebook
- **Owned:** New website, handouts, press releases

## Planned

- Expand social-media tools, targeted by audience
- Expand relationships with media: meetings, partnerships
- Develop new outreach tools: newsletters, handouts, original content (videos, articles, reports)

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