

## MARKETING MONTHLY AD HOC COMMITTEE REPORT

DATE & LOCATION  
OF MEETING: **11/1/2016, 256F Union**

ATTENDANCE: Michelle Lowery (Co-Chair/President-Elect), Elizabeth Poret (Chair), Nathan Lemoine, Maggi Spurlock, Jennifer Gomez, and Melonie Milton (Staff Senate Administrative Coordinator).

NON-ATTENDANCE: Hector Rios, Kayla Kucharchuk (Treasurer), Lois Stuckey, Darcy Waguespack, Jon DeRoche, and Trey Truitt (President).

### SUMMARY:

#### 1. Website

Overall the website looks much cleaner. Still have some more work to do...Melonie says that some technical aspects are complicated and being figured out. We are waiting on some social media icons which Maggi will send to Melonie.

The committee discussed the addition of a scrolling banner with pictures across the top of the Staff Senate website. Jennifer had a link to stock LSU images.

#### 2. Social Media

We discussed adding an Instagram account for Staff Senate in addition to other social media outlets.

A Social media engagement plan was devised for the remainder of the academic year. In order to facilitate more user engagement we plan to start tagging (@whomever) LSU offices or people involved in the specific social media post or photograph. It was recommended that each post should include at least 2 hashtags. Every month we will implement a new campaign complete with a hashtag or theme. The hashtag will be announced at the beginning of the month with an image, and may ask a question to our audience.

- **November:** #Imthankful4
- **December:** #Tistheseason2B...
- **January:** #My2017goals
- **February:** #Tigerluv

- **March:** #showusyourgreen, #showushowyourebeinggreen, Tag the Bursars office, Foundation, Green initiatives, etc.
- **April:** #springflowersbring #herecommesthesun #illbeinthequad #sunnyday #hellosunshine
- **May:** #classof2017 #commencement @alumniisu
- **June:** #summerfun #schoolsoutforsummer

3. Promotional items

The promotional cups have arrived, and the HoC Save the Date ornaments will be in by Friday 11/4/16 (available for New Staff Reception). Maggi is looking at quotes for the key chain fob in the quantity of 500-1000.

4. Apparel/ branding

We have 13 items that have been requested for order; aiming to order in December/ January. Elizabeth will compose the list of orders and email the cardigan image out to those who indicated interest.

Melonie requested an 8 foot table cover with the Staff Senate logo. Another branding items discussed was a table top banner.

5. Committee initiative

The Marketing Campaigns Class Students are available in the spring to create a marketing plan. Michelle will follow up with Sadie Wilks, who is teaching the class, to see what involvement the student are able to lend and what our next step would be.

**STRATEGIC PLAN UPDATE ON GOALS:**

**To engage more LSU Staff through social media the committee has developed monthly social media themes.**

**The committee has reached out the Manship School of Mass Communication in hopes of utilizing students or interns to create a marketing plan for Staff Senate.**

Submitted By: Elizabeth Poret