



Take Care Communication Plan

Prepared by University Communications | February 2017

Situation Analysis

Take Care is an initiative originally created to encourage community members to look after one another. The campaign encompasses both physical and mental well-being.

Take Care currently sees little to no engagement with its audience as its presence begins to fade. The goal is to revamp the communication plan so that the campaign is captivating and informative for CMU students.

Overall Objective:

The overall objective for the Take Care initiative is to expand and increase awareness. The campaign will do so by and using tools that better reach and involve students, faculty and staff. Content must be engaging yet appropriate as it discusses serious issues relevant to this college campus. Creating this open approach will encourage students to speak up and take action.

Strategies:

- Increase Take Care presence through the use of social media and special events.
- Educate the CMU community on how to notice problematic situations and provide access to resources for how to help.

Tactics:

- Social Media:
 - Facebook, Twitter and Instagram
 - Shared content is consistently posted across all three platforms, serving as “filler content” for weeks when other content is slow.
 - Content is posted at minimum once every other week.
 - Posts are created using stop-motion animation with text, similar to the videos below (text will be created digitally, not drawn by hand). Each is approximately 5 seconds long and contains one sentence. At the end of the video, when paused, the graphic would look nearly identical to the graphics used in previous campaigns. However, video content is more engaging and will perform better.
 - Examples:
<https://www.instagram.com/p/BNYCjffjQsO/?taken->

[by=justfollowyourartshop&hl=en](#) or
<https://www.youtube.com/watch?v=KyCw6QIoHr4> or
<https://www.facebook.com/cmich/videos/10154909109687866/>

- Snapchat
 - Periodic staff and student takeovers on Snapchat.
 - Serves as filler content during weeks there are no other takeovers and enables organizations to share tips and resources.
 - SAPA
 - CMU Police Department
 - Foust (includes health services and counseling)
 - Office of Student Success
 - Residence Life (RA, MA, RHD's)
 - Relevant student organizations

- Website:
 - Webpage content will be reviewed throughout the semester.
 - Outdated content on the Take Care page will be removed and updated as appropriate.

- Marketing:
 - Explore the idea of matching emails and tracking parent viewers on social to promote a Take Care page for parents i.e. "How to Help Your Student" with tips.
 - EX: "How to help your student with homesickness – send a care package"
 - Develop content for the parent Take Care page.
 - Content will provide parents the opportunity to view available campus resources and share them with their student.

- Video
 - Create a Take Care video:
 - EX: "How do you take care of yourself during xyz?"
 - EX: "What does it mean to you to take care?"
 - EX: "How can you take care of your friends?"
 - Video will rely on student/faculty testimonies and can be posted to social as well as any of the Take Care web pages.

Evaluation

Social media analytics will be used to evaluate the effectiveness of changes made to the campaign.



Content Calendar

Topic	Graphic Copy	Social Media Copy
Staying healthy	Being healthy can lead to improvements in academics	Just like your body, your mind needs proper fuel to perform at its best. Learn about the healthy eating options that dining services offers: https://cmu.campusdish.com/EatWellContent.aspx #CMUTakeCare
Looking out for others	“The only way to have a friend is to be one.” –Ralph Waldo Emerson	CMU Chippewas always look out for one another. If you’re worried about a friend, the CARE Team can help: https://www.cmich.edu/ess/studentaffairs/CMUCares/Pages/CARE-Team-.aspx #CMUTakeCare
Spring break safety	Responsibility and respect go hand in hand	Spring break is a time for fun and relaxation. Regardless of where you’re going, know your limits and know the law. #CMUTakeCare
Mental health	Sometimes asking for help is the bravest thing you can do	College life can be challenging. Learn how to find the help you need: http://cmich.ly/FindHelpCMU #CMUTakeCare
Staying focused	Good study habits take time and practice	Feeling burnt out? The Office of Student Success can help you get back on track: http://cmich.ly/CMUOSS #CMUTakeCare
Taking time to relax	Take time for yourself	You can’t pour from an empty cup. Try these relaxation tips for when you need a break: http://cmich.ly/2e5P2sE #CMUTakeCare
Support groups/counseling	Counseling Services Spotlight: Support Groups	You don’t have to face your battles alone. Learn more about counselor-led support groups: https://www.cmich.edu/ess/studentaffairs/CounselingCenter/Pages/Other-Services.aspx #CMUTakeCare
Taking care of yourself (during finals)	Conquer exams stress free	Exams can be stressful. Get ahead with study tips from the Office of Student Success: https://www.cmich.edu/ess/oss/Pages/Resources.aspx #CMUTakeCare