

HEEL MEDIA

**BUILDING THE  
FUTURE TOGETHER**

**WOOD CENTER X HUSSMAN**

**Madeline Stiles**



**Media Strategy**

**Danny Mahoney**



**Internal Communications**

**Kaitlin O'Sullivan**



**CRL/Internal Communications**

**Mac Kalna**



**Guy McIntyre**



**Internal Communications**

**Jamie Collier**



**DE&I**

**Kyndall Vaughan**



**Social Media**

**Marlee Greene**



**Social Media**

**Aniya Ellison**



**DE&I**

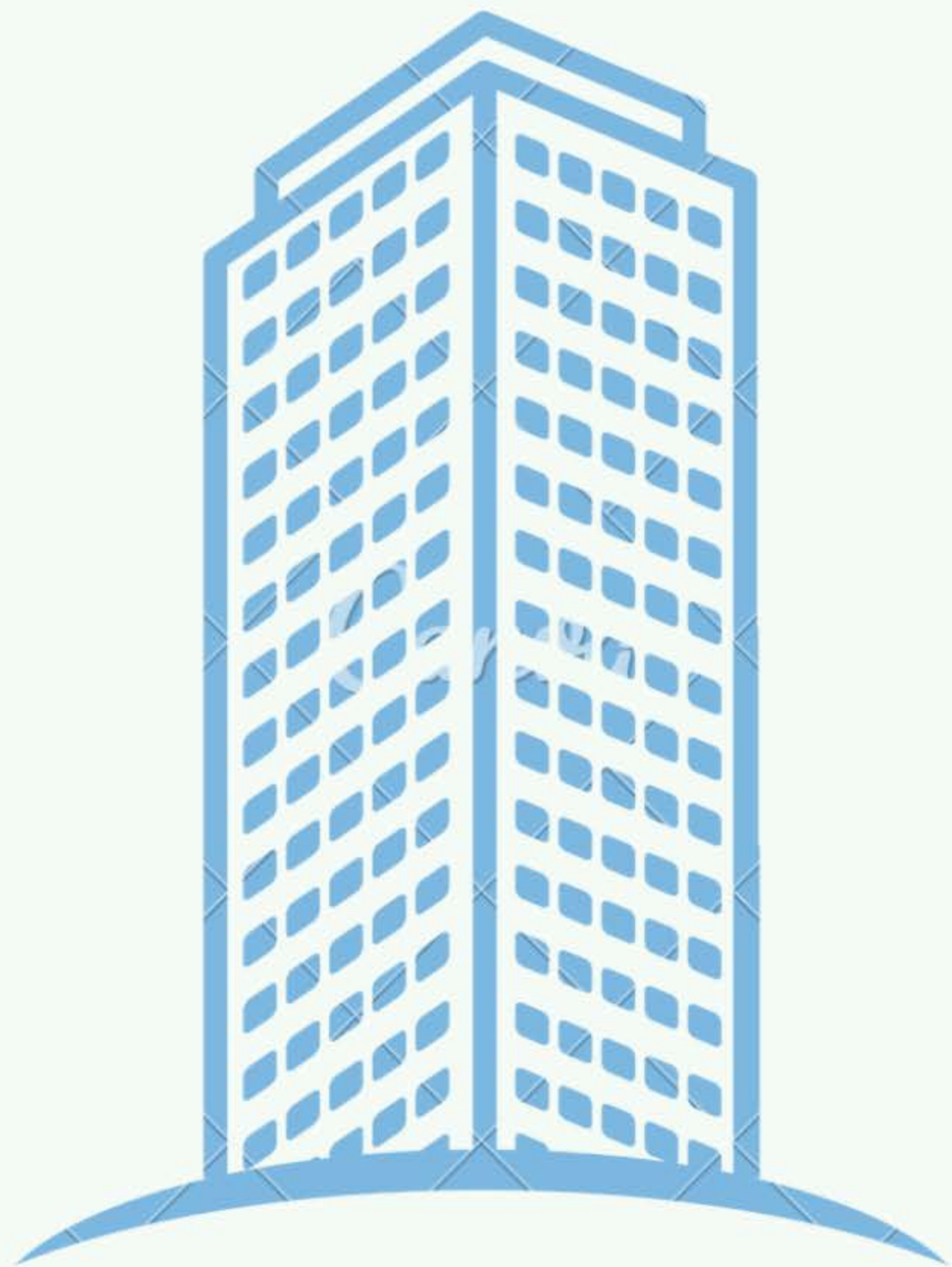
**Anna Eskew**



**Social Media**

**“If you’re going to live, leave a legacy. Make a mark on the world that can’t be erased.”**

*- Maya Angelou*



**TRUST**

**COMMUNITY**

**SOCIAL**

**RESPONSIBILITY**



**I. Diversity & Representation**

**II. Internal Communications**

**III. Integrated Media**

**Communications Plan**

**IV. Social Media**

**V. Review**



**BUILDING THE  
FUTURE  
TOGETHER**

A stylized, light blue city skyline with various building heights and window patterns. The buildings are rendered in a flat, geometric style with white outlines for windows and doors. The background is a light, pale greenish-blue gradient.

# **DIVERSITY & REPRESENTATION**



# AUTHENTICITY

The Wood Center needs to reflect the people it wants to serve.

- Give them a voice
- Listen
- Reach out
- Celebrate with them



# **UNC REAL ESTATE CONFERENCE**

**THURSDAY, APRIL 28, 2022**

**The Dean E. Smith Center**

**The University of North Carolina at Chapel Hill**

**Registration will open on March 1, 2022**



**KATHRYN W.**



**WOOD CENTER**  
REAL ESTATE DIVERSITY  
INITIATIVE

**LECTURE  
SERIES**



**JOHN FITZ-HENLY**



NCCU

X

UNC Wood Center

**REAL ESTATE PROGRAM**



Canva

Ca



a

Canva



# **INTERNAL COMMUNICATIONS**

# REPUTATION

The Wood Center needs to take care of its current students in order to attract new students

- *Connecting students and alumni to establish a sense of community and pride*
- *Providing and promoting mental health resources for students*
- *Establishing key sponsorships on campus to build brand recognition*



# Mental Health at the Leonard W. Wood Center for Real Estate Studies

**Education**

**Provide  
resources**

**Investing in  
student wellbeing**

**Translation to  
core values**





X



KENAN-FLAGLER  
BUSINESS SCHOOL

Leonard W. Wood  
Center for Real  
Estate Studies



**LEONARD W.  
WOOD CENTER**  
for Real Estate Studies



**X**



KENAN-FLAGLER  
BUSINESS SCHOOL

Leonard W. Wood  
Center for Real  
Estate Studies

# TOP-DOWN COMMUNICATIONS

## LEONARD W. WOOD CENTER FOR REAL ESTATE STUDIES



### APPEALING HEADING

How to Create a Captivating Internal Communication Message :

Write an appealing heading

Make sure the layout is visually appealing

Write in a context that your target audience can understand

Use visual graphic elements

Use questions so the reader will look for answers

Use call to action buttons to engage the target audience

*"Building the Future Together"*  
- Wood Center x Hussman



### CAREER HIGHLIGHT

**Jane Doe '22**

Amazing Real Estate Internship  
Company Title

[Read More](#)



### UNC REAL ESTATE MINOR

Applications are open to anyone in our outside of the business school. Apply now until November 22nd!

[Apply Here](#)

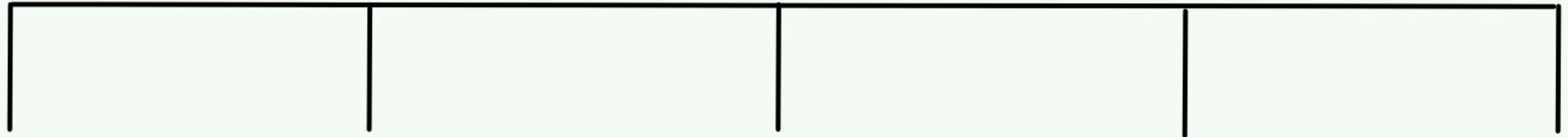


@uncwoodcenter

A stylized city skyline background with several blue buildings of varying heights and window patterns. The buildings are rendered in a flat, geometric style with white outlines for windows and doors. The overall color palette is light blue and white.

# **INTEGRATED MEDIA COMMUNICATIONS PLAN**

# ENGAGE THE MEDIA



**Ranking & Admission  
Requirements**

**Student  
Accomplishments &  
Life in the Wood  
Center**

**Professor's Research**

**Thought Leadership**

**Annual Real Estate  
Conference**



# Target publications with strong MBA communities

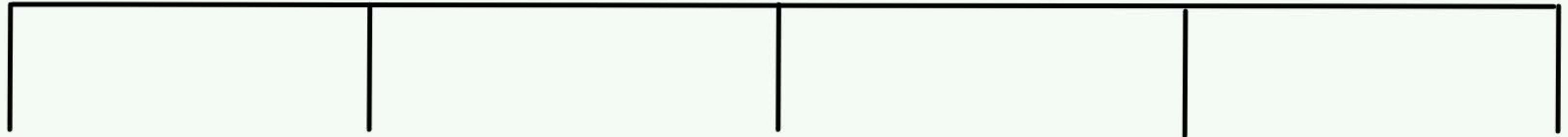
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**US News**  
**Forbes**  
**Businessweek**  
**The Economist**  
**Financial Times**



# ENGAGE THE MEDIA



**Ranking & Admission  
Requirements**

**Student  
Accomplishments &  
Life in the Wood  
Center**



**Professor's Research**

**Thought Leadership**



**Annual Real Estate  
Conference**



# Press Release

News +++ Information +++ News +++ Information +++ News +++ Information +++ News +++

*Carida*





# SOCIAL MEDIA

# RESEARCH RECAP

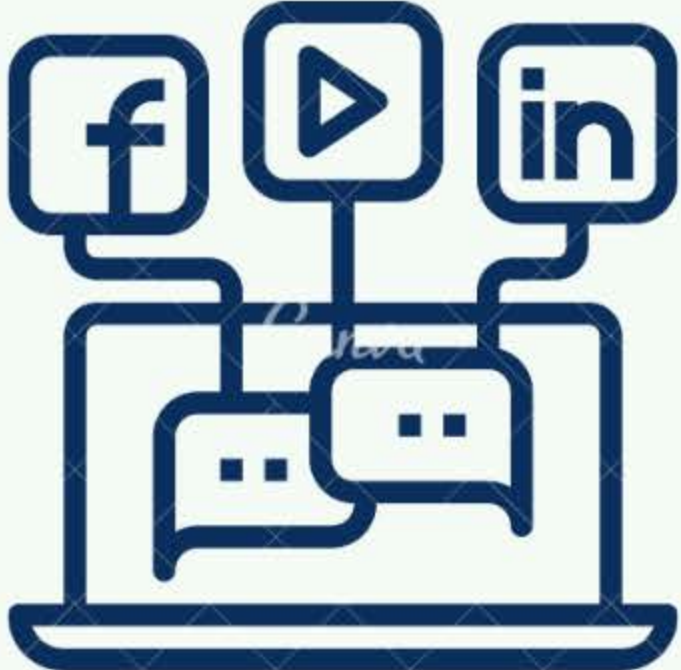
**Wood Center Social Media Before:**

**Yes, this page is blank.**

# RESEARCH RECAP

500

Current IG Followers

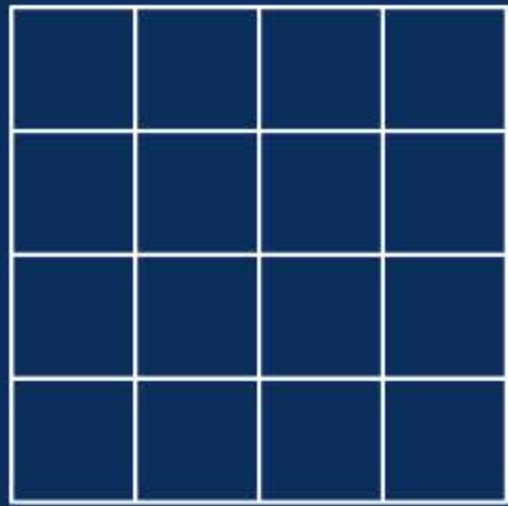


Lack of Uniformity

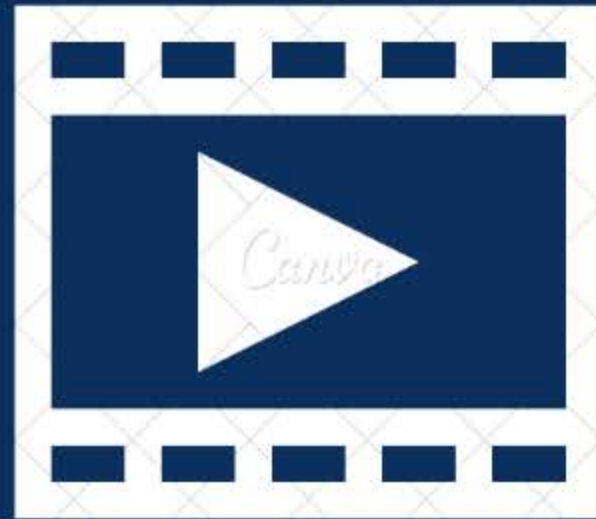


# QUICK INSTAGRAM GUIDE

For Professor Dave



**Feed Posts**



**Reels**



**Stories**



**Live**

# RECOMMENDATIONS

**CONSISTENCY**

**CREATIVITY**

**TIMING**



# BRAND IDENTITY



**@uncwoodcenter**

**#uncrealestate**





**uncwoodcenter**



**9** Posts   **0** Followers   **0** Following

**UNC Wood Center**

College & University

UNC's Real Estate program in the Kenan-Flagler

Business School 🐑 @unckenanflagler

Follow @uncrealestateclub for more

student life #uncrealestate

linktr.ee/uncwoodcenter

300 Kenan Center Drive, Chapel Hill, North Carolina

**Follow**

**Message**

**Contact**



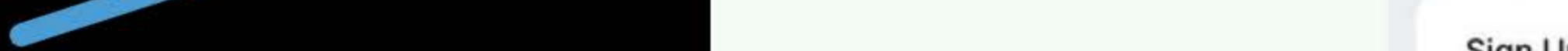
Events



The Minor



Careers



**Email & Phone**

**Story Highlights**



UNC Wood Center Links | Linktree

linktr.ee



UNC Wood Center Links

Wood Center Website

Wood Center Diversity Initiative

Sign Up Wood Center Updates/ Announcements

Wood Center LinkedIn Page

Wood Center Instagram

Wood Center Twitter

# STORIES

uncwoodcenter 19m

## APPLY NOW

UNC REAL ESTATE MINOR

APPLY

Applications open until Nov 22

Anyone in or outside the business school is eligible

REALESTATE.UNC.EDU

Send Message



uncwoodcenter 19m

## SPEAKER SERIES

BENNETT THOMPSON  
VP OF REAL ESTATE, ATRIUM HEALTH

Tuesday April 20 | 5-6:00PM ET

Send Message



# FEED POSTS

uncwoodcenter

## REDI program

REAL ESTATE DIVERSITY INITIATIVE

uncwoodcenter Our REDI Program is committed to develop and maintain an engaged community, to foster and support an experiential learning environment, and to prepare community members for sustained career success. Link in bio to learn more!

#uncrealestate #realworldrealestate #diversity #diversityandinclusion #realestate #unc #unckenanflagler #business #woodcenter

uncwoodcenter

LOGO The Wood Center

## INSERT SPECIAL EVENT TITLE

SAVE THE DATE

05 DECEMBER 2021

Guest Speaker JOHN DOE

+123-456-7890  
www.reallygreatsite.com

uncwoodcenter Join us in listening to John Doe's advice on real estate December 5th at 6:00 pm!

#uncrealestate #realworldrealestate #speaker #guest #realestate #unc #unckenanflagler #woodcenter



# FULL IG MOCKUP



A mockup of an Instagram profile for 'uncwoodcenter'. The profile picture is a circular logo with the text 'UNC KENAN-FLAGLER WOOD CENTER' and a building icon. The bio includes the name 'UNC Wood Center', the category 'College &amp; University', and a description of the real estate program. It also lists the location, website, and social media handles. The profile shows 9 posts, 0 followers, and 0 following. There are buttons for 'Follow', 'Message', and 'Contact'. Below the buttons are three category icons: 'Events' (calendar), 'The Minor' (building), and 'Careers' (briefcase). At the bottom are icons for a grid and a profile picture.

A grid of six social media content mockups. The top row includes a 'Career Highlight' for 'Jane Doe '22', a 'Did You Know?' post about the Wood Center Alumni, and a photo of a building. The bottom row includes a 'UNC Real Estate Minor' announcement, a post with the text 'INSERT SPECIAL EVENT TITLE', and a post with the hashtag '#ICYMI'.

# LinkedIn



## PAGE/POST EXAMPLES

linkedin.com/company/columbia-business-school-paul-milstein-center-for-real-estate/about/



### Columbia Business School Paul Milstein Center for Real Estate

Real Estate · New York, New York · 1,161 followers

See all 2 employees on LinkedIn

+ Follow

Visit website

More

Home **About** Posts Jobs People Videos

#### Overview

Find Yourself at the Center of Real Estate!

The Paul Milstein Center for Real Estate provides a coveted platform for sharing expertise and strengthening networks through stimulating exchange among industry leaders, alumni, faculty, and fellow students. The Center promotes its activities and events, as well as the MBA Real Estate faculty's intellectual leadership, and the MBA Real Estate Program. The Center is a vital resource, offering more than 40 annual programs.

At a Glance of what the Center supports:

- 14 Courses focused on Real Estate
- 3 full-time and over 12 long-standing adjunct faculty
- 40 full-time MBA Real Estate Program students each year
- Real Estate Association, an active student club with over 200 members
- Over 250 global real estate professionals lecture in the classroom and participate in our programming

Website

<http://www8.gsb.columbia.edu/realestate/>

Columbia Business School Paul Milstein Center f... + Follow ...  
1,161 followers  
5d · 🌐

The Columbia Real Estate Symposium is two weeks away! Reserve your spot to participate in the discussion about International Investment opportunities. A panel of prominent investment professionals with expertise across Asia, Europe, and the Americas will discuss investment activity, debate opportunities, and compare challenges in the current global market for FY22 and beyond and will address questions and comments from alums in attendance. [Jeff Giller](#) of [StepStone Group](#) will lead a panel that features [Christina Gaw](#) of [Gaw Capital](#), [Alfonso Munk](#) of [Hines](#), [Joanne McNamara](#) of [Oxford Properties Group](#). Join us for this discussion and other at the annual alumni-only event!

<https://lnkd.in/dC9J3Rin>

[#realestate](#) [#event](#) [#investment](#) [#opportunities](#)

Columbia Business School  
Paul Milstein Center for Real Estate

14th Annual Real Estate Symposium



Columbia Business School Paul Milstein Center f... + Follow ...  
1,161 followers  
1w · 🌐

[#CBSAlums](#) register today to participate in the annual Real Estate Symposium on December 7th. This year's program will feature a spotlight presentation on the Risk and Impact of the Climate Crisis on Real Estate, from Dr. [Radley Horton](#), research professor at [#ColumbiaUniversity Lamont-Doherty Earth Observatory](#) (LDEO) at [The Earth Institute, Columbia University](#). Professor Horton's research focuses on climate extremes, tail risks, climate impacts, and adaptation. This presentation will address the specific impact climate will have on real estate, highlighting risks for cities, property markets, types of assets, infrastructure, and offer examples of mitigation and potential opportunity. Register through CBS RE: <https://lnkd.in/dyJwPbPz>

[#realestate](#) [#university](#) [#research](#)

Columbia Business School  
Paul Milstein Center for Real Estate

14th Annual Real Estate Symposium

Tuesday, December 7, 2021

Spotlight Presentation:  
Risk and Impact of the Climate Crisis on Real Estate

# SOCIAL CALENDAR

## Introducing... Later

# 2X

## A week

The screenshot displays the Later social media scheduling interface. On the left is a navigation sidebar with options: Calendar, Media Library, Conversations, Analytics, Collect Media, Linkin.bio, Learning Center, Settings, and Help. The main area features a 'Schedule to' section with social media icons and a 'Start 14-Day Free Trial' button. Below this is a calendar for the week of Nov 28 - Dec 4, 2021, with a time slot from 12PM to 9PM. Two scheduled posts are visible at 6:00 PM on Monday and Tuesday. A blue arrow points from these notifications to a detailed post preview on the right. The preview shows a 'Career Highlight' post for Jane Doe '22, featuring a photo of Jane and text about her internship at the UNC Wood Center. Below the preview are 'Edit Image' and 'Change Media' buttons. To the right of the preview is a 'Post Caption' field containing the text: 'Meet Jane Doe, Jane was an intern this past semester with Insert Company Title working on commercial real estate development. The UNC Wood Center is so proud of you and all your hard work, Jane! #uncreatestate'. Below the caption are options for 'Emojis', 'Saved Captions', and 'Hashtag Suggestions'. At the bottom right, a 'MORE OPTIONS' section lists features like 'First Comment', 'Add Linkin.bio', 'Location', and 'Tag People' with their respective availability plans.

Later

Upload Media

Schedule to kyndallal... 8 Instagram Posts Left Start 14-Day Free Trial

Create Text Post

Today < > Nov 28 - Dec 4, 2021 America/Ne... Stories Preview Week Month

28 SUN 29 MON 30 TUE 1 WED 2 THU 3 FRI 4 SAT

12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM 9PM

Notify 6:00 Notify 6:00

Career Highlight Jane Doe '22

Amazing Real Estate Internship Company Title NY, New York

Edit Image Change Media

Post Caption

Meet Jane Doe,

Jane was an intern this past semester with Insert Company Title working on commercial real estate development. The UNC Wood Center is so proud of you and all your hard work, Jane! #uncreatestate

Emojis Saved Captions Hashtag Suggestions

MORE OPTIONS

First Comment Available on Starter plan & up

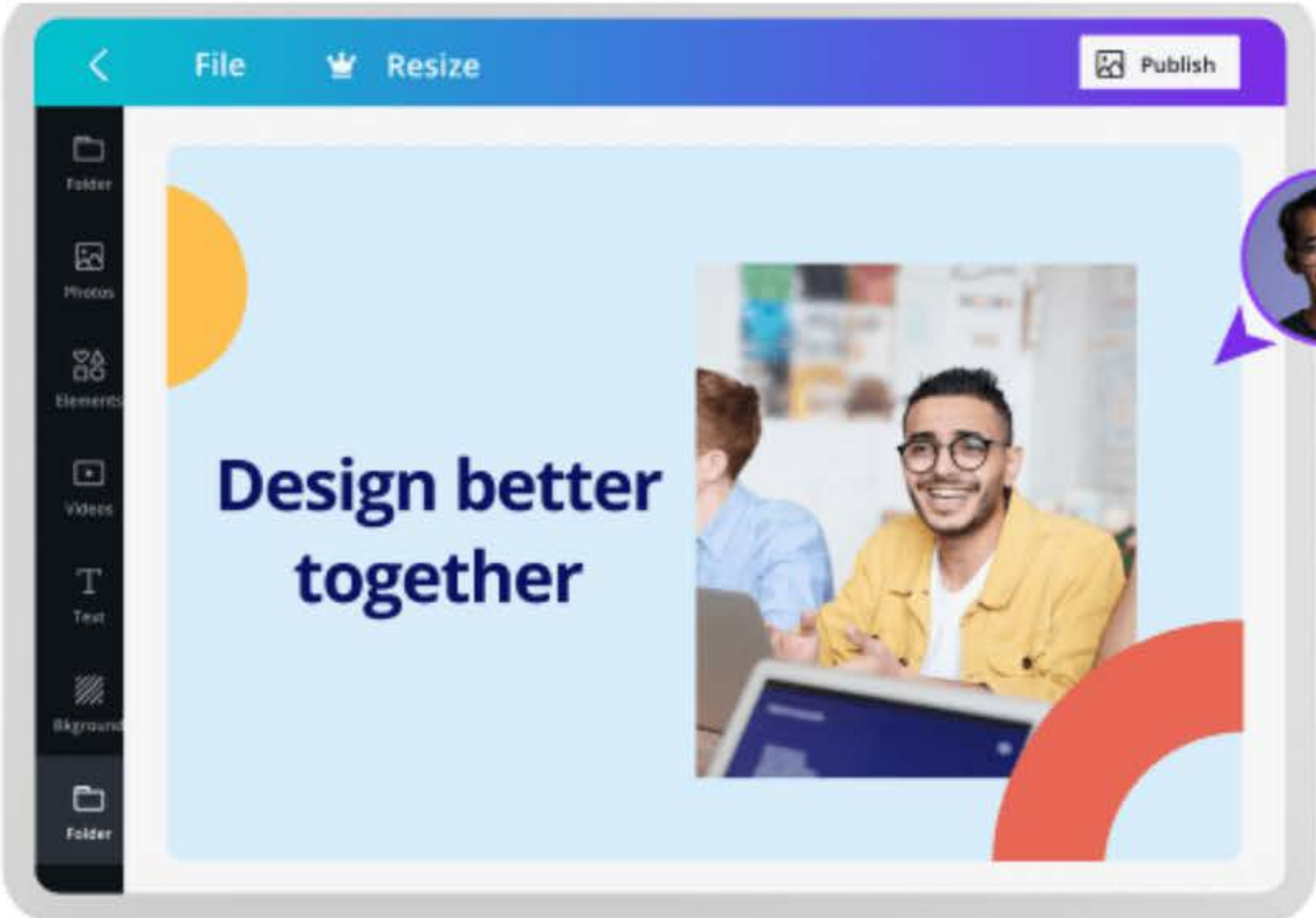
Add Linkin.bio

Location Available on Basics plan & up

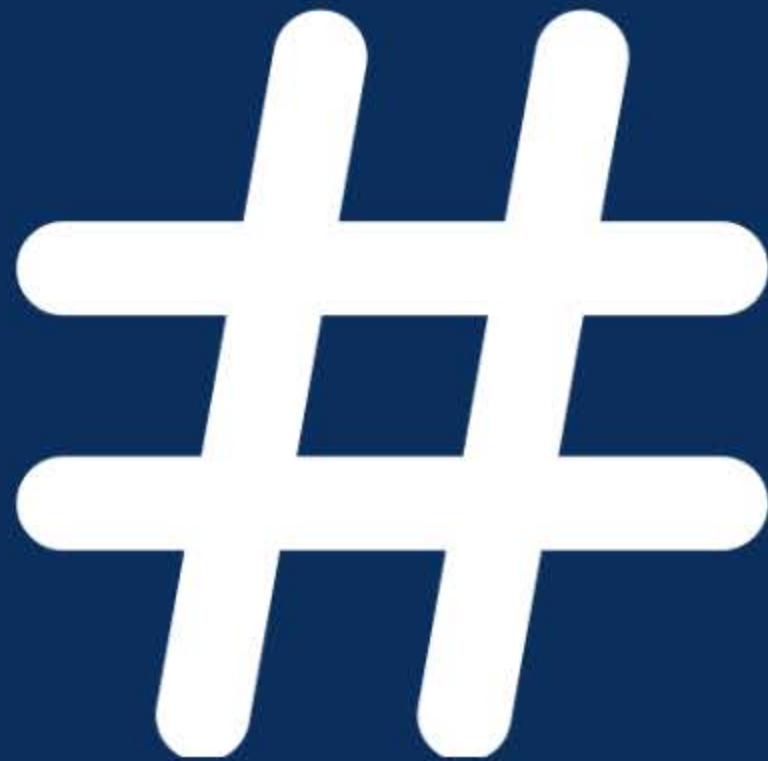
Tag People Available on Basics plan & up

# CANVA PRO

**\$120/YEAR FOR UP TO 5 PEOPLE**



# HOW TO GAIN FOLLOWERS



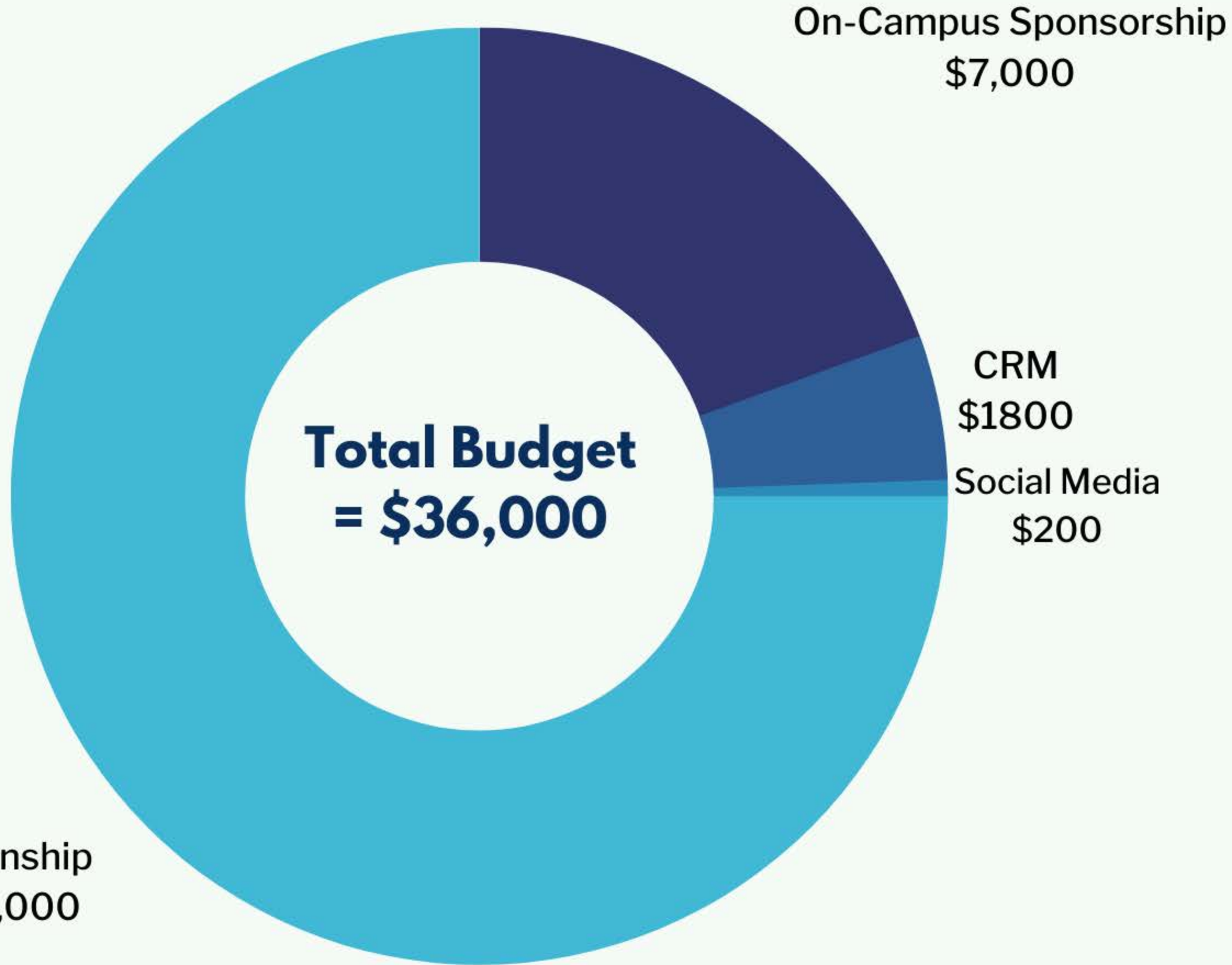


# REVIEW



**BUILDING THE  
FUTURE  
TOGETHER**

# BUDGET



KENAN-FLAGLER  
BUSINESS SCHOOL  
Leonard W. Wood  
Center for Real  
Estate Studies



Campus



# A YEAR IN REVIEW

**Rebranding**

Early Spring



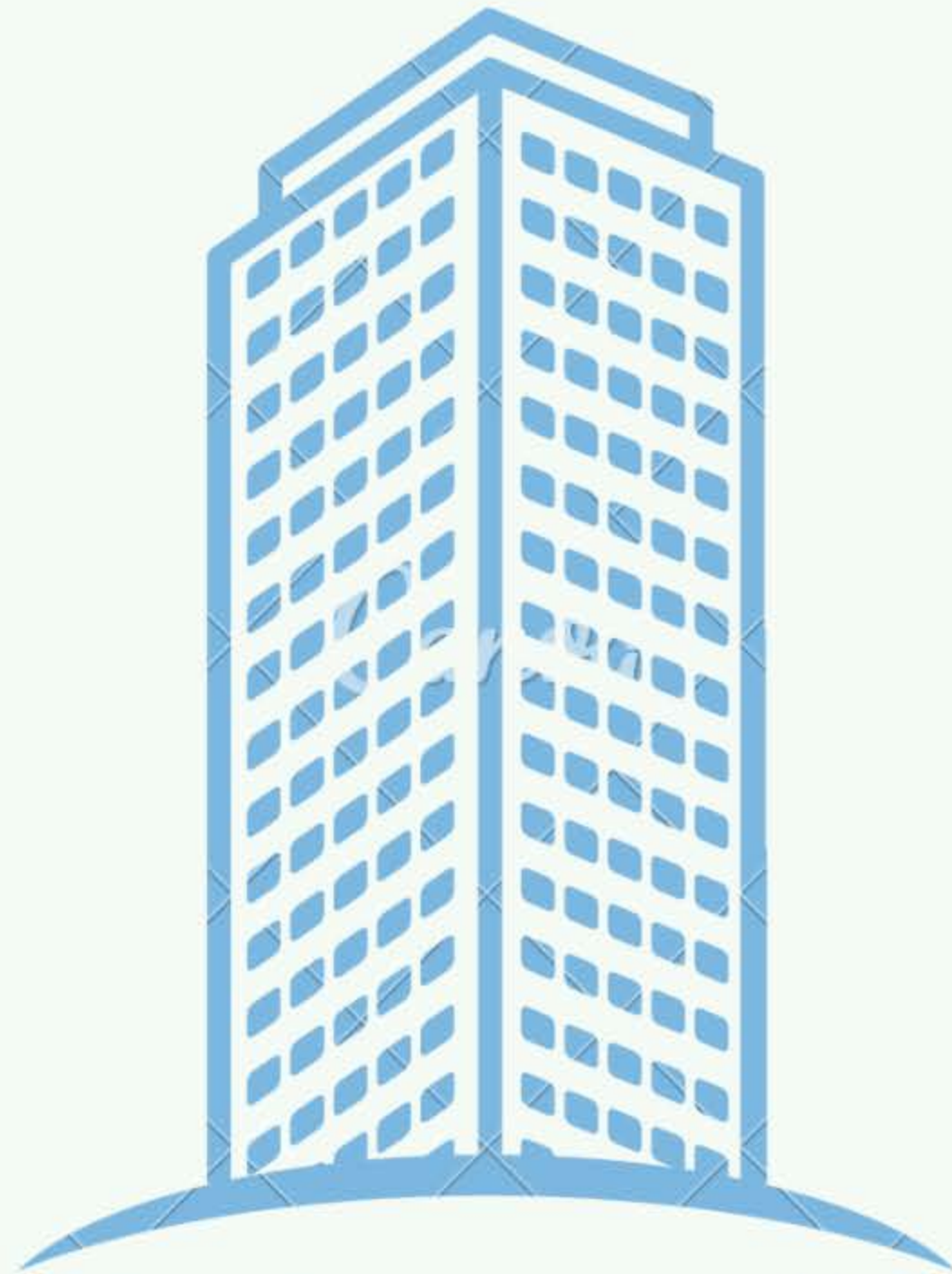
**Social Media**

Early Winter

**Student Career  
Opportunities**

Early Fall





Heel  
Media



**QUESTIONS?**