

CA Communications

Content Calendar

November

Strategic Brief

Capstone Agency Strategy Brief:

Date: 10/19/2022

Client: CA Comms

Author(s): Sydney Polishook

1. What is the goal of the client?

To update our socials with full agency pictures with our new associates, highlight the agencies' work this semester thus far, and interest students to apply for Capstone Agency for spring semester.

2. What audience are we talking to/intended audience we are trying to reach? Current Capstone Agency associates and future prospective associates.

3. What action do we want our audience to take?

Recognize that CA associates are accomplishing great things, and that our client teams are gaining real life experience in providing deliverables and material to their clients. We also want prospective associates to see our full agency photo and feel like they can apply.

4. What is the reason we think our audience will take that action?

We will post client team updates as well as highlight new associates for their success in the agency. The full agency picture shows our size, and many students will recognize that we have members in all majors, encouraging students with diverse majors to apply.

5. What is the reason our audience will choose our recommended action over other actions they could take?

Capstone Agency provides students résumé building and career preparation skills that will be useful in any field. By highlighting the culture of our program as well as our accomplishments, we can be an organization that gives students a positive professional experience as well as a social one.

6. What ways will we communicate our recommended action to the audience?

Through a mix of graphics, photos, and videos. Our insights show that our photos do the best on Instagram, hence our full agency and new associate spotlights.

7. How will the client measure the success of the effort?

Instagram insights as well as applicant numbers in the spring compared to the past two semesters.

Friday, Nov. 4



Why are DEI efforts important to Capstone Agency?

"Here at Capstone Agency, we are very aware that we need to foster a culture where everyone feels safe, cared for and has a voice. Taylor and I have worked alongside firm leadership to implement programs and initiatives that actively engage associates in an open conversation on DEI."

-Andres Rios



Why are DEI efforts important to Capstone Agency?

"Diversity, equity and inclusion efforts are essential to Capstone Agency because they promote genuine and empathetic connections between our associates. Developing a community that focuses on inclusion provides a safe space for the best work possible to be done, and allows our members to develop professionally."

-Taylor Lech

POSTED Instagram: Meet our amazing director and assistant director of diversity, equity and inclusion. These two associates strive to educate and promote diversity, equity and inclusion within Capstone Agency!

POSTED Facebook: Meet our amazing director and assistant director of diversity, equity and inclusion, Andres Rios and Taylor Lech. They both work hard to foster a culture of diversity and develop programs that promote diversity, equity, and inclusion within Capstone Agency.

POSTED Twitter: Our director and assistant director of diversity, equity and inclusion are a D R E A M.

POSTED LinkedIn: Check out our director and assistant director of diversity, equity and inclusion, Andres Rios Nava and Taylor Lech! These Capstone Agency associates work hard to foster a culture of diversity and develop new programs that promote diversity, equity and inclusion within Capstone Agency. Thank you for everything you do!

Monday, Nov. 7



POSTED Instagram: Check out some of our outstanding associates hard at work. You all make us proud! 🥰

POSTED Facebook: We love showing off our amazing associates for their dedication. Keep it up!

POSTED Twitter: Workingggg 9-5. 🎵🎵🎵🎵 Our associates are putting in the effort to deliver the best content for our clients!

POSTED LinkedIn: We are over halfway through the semester, and our awesome associates continue to work hard. We are so proud of you and your dedication to your clients and Capstone Agency. Keep up the great work!

Wednesday, Nov. 9

POSTED Instagram: There is nothing like Tuesday nights with Capstone Agency! Here's a glimpse of our amazing client teams working hard. ✨
#TuesdayswithCA

POSTED Facebook: Our associates love working together to create content for our clients! Take a look at some of our amazing client teams hard at work. #TuesdayswithCA

POSTED Twitter: Client work is the best kind of work! #TuesdayswithCA

Sunday, Nov. 13



NEW ASSOCIATE SPOTLIGHT
Avery Tucker

Year:
SOPHOMORE

Department:
ACCOUNT MANAGEMENT

Client Team:
PURE DERMATOLOGY / ALTEC

Major/Minor:
PUBLIC RELATIONS / COMMUNICATION STUDIES



NEW ASSOCIATE SPOTLIGHT
Ellie First

Year:
SOPHOMORE

Department:
CREATIVE CONTENT

Client Team:
THE PLANK CENTER

Major/Minor:
PUBLIC RELATIONS / GLOBAL + CULTURAL PERSPECTIVES



NEW ASSOCIATE SPOTLIGHT
Lowery Thompson

Year:
JUNIOR

Department:
STRATEGY

Client Team:
HIGHER EDUCATION PARTNERSHIP

Major/Minor:
PUBLIC RELATIONS / SALES

POSTED Instagram: A new week means

#NewAssociateSpotlights! Meet Lowery Thompson, Avery Tucker and Ellie First.

POSTED Facebook: Meet a few of our new associates, Lowery Thompson, Avery Tucker and Ellie First!

POSTED Twitter: All aboardddd! Capstone Agency is so proud of our new associates. ❤️

Thursday, Nov. 17



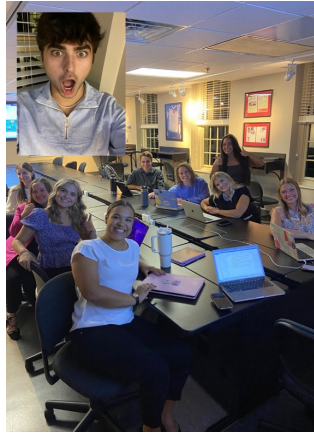
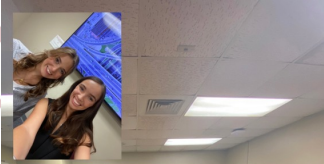
Instagram: It's that time of year again! Meet our amazing leadership team for next semester's CreateAthon. 🥳

Facebook: Meet our outstanding leadership team for CreateAthon 2023! These leaders deserve a shoutout for their commitment to planning a fantastic CreateAthon. We are so excited for another great year.

Twitter: Introducing the dream team for next semester's #CreateAthon 🎉

Linkedin: We're so thrilled to announce our leadership team for this year's CreateAthon! We are so proud of you and the hard work you are putting in to make next semester's CreateAthon a success.

Monday, Nov. 21



Instagram: We work hard, and we have fun while doing it!
#BeRealwithCA 😊

Facebook: : In Capstone Agency, we are a family! Swipe to see our client teams keeping it real. #BeRealwithCA

Twitter: Capstone Agency client teams are keeping it real!
#BeRealwithCA 😊

Wednesday, Nov. 23



Instagram: Meet some of our amazing Capstone Companions! Capstone Agency ensures that our new associates stay on track and stay involved with the help of their #CapstoneCompanions.

Facebook: Check out some of our Capstone Companions. Capstone Agency companions are there for our new associates to help them get involved with Capstone Agency. We are so proud of our associates helping one another grow and succeed.

Twitter: You've got a friend in me! #CapstoneCompanions ❤️

LinkedIn: In Capstone Agency, we support one another! Our Capstone Companions are there for our new associates to help them with anything they need. We are so proud of these mentors for being so helpful to the new associates joining our team.

Friday, Nov. 25

Instagram: Our amazing CreateAthon leadership team is hard at work! These creative geniuses and magic makers are planning to make #CreateAthon2023 a huge success. ✨

Facebook: Our CreateAthon leadership team is already started working hard this semester to make CreateAthon 2023 amazing!

Twitter: First CreateAthon meeting of the year check! You guys are ✨s.

LinkedIn: Starting off strong with our first CreateAthon meeting of the year! We are so proud of the hard work our leadership team is putting in.

Tuesday, Nov. 29



**NEW
ASSOCIATE
SPOTLIGHT**
Jake O'Reilly

Year:
SOPHOMORE
Department:
CREATIVE CONTENT
Client Team:
LESSTHANU THINK
Major/Minor:
ADVERTISING /
PSYCHOLOGY



**NEW
ASSOCIATE
SPOTLIGHT**
Holley Jackson

Year:
SOPHOMORE
Department:
STRATEGY
Client Team:
GYFTD
Major/Minor:
PUBLIC RELATIONS /
STUDIO ART



**NEW
ASSOCIATE
SPOTLIGHT**
Christina Hunt

Year:
SOPHOMORE
Department:
CREATIVE CONTENT
Client Team:
CAPSTONE AGENCY
COMMUNICATIONS
Major/Minor:
PUBLIC RELATIONS /
MARKETING

Instagram: Meet Jake O'Reilly, Christina Hunt and Holley Jackson. Swipe to learn a little bit more about our outstanding new associates! ✨

Facebook: Welcome to the Capstone Agency Jake O'Reilly, Christina Hunt and Holley Jackson! We are so lucky to have you on the team! 🎉

Twitter: Could not be more thrilled about our newest associates!
#NewAssociateSpotlight

LinkedIn: Introducing more of our wonderful new associates, Jake O'Reilly, Christina Hunt and Holley Jackson. We are so thrilled to have you and cannot wait to see you grow with us!

Instagram Grid Preview

Ideas

- Mentor/mentee spotlight
- “Capstone bestie” or capstone companions
- Tuesday Night in CA – client team edition (VIDEO)
- New member spotlights – say put headshot in template with name, major, year, department
- CreateAthon prep beginning – photo of collaborating at a meeting – emphasizing planning has already begun for our next CreateAthon
- CreateAthon leadership exec announcement – headshots and roles
- Highlighting agency DEI efforts – Andres and Taylor
- BE REAL WITH CA – each client team has member take a bereal on tuesdays

New associate spotlights graphics Nov. 29	CreateAthon prep beginning Nov. 25	Capstone companions Nov. 23
BE REAL WITH CA- each client team has a member take a bereal on tuesdays Nov. 21	CreateAthon leadership exec announcement- headshots and roles Nov. 17	New associate spotlights graphics Nov. 13
Tuesday Night in CA- client team edition (VIDEO) Nov. 9	Awards announcement Nov. 7	Highlighting agency DEI efforts Nov. 4