

2020 Email Messaging with Collaborative Social Media Posts

Email 1: Welcome to alumni life!

6/15/2020

Welcome video from alumni leaders with link to reorganized young alumni website

Social Media Component: Posting welcome video.

Email 2: Cornell alumni subcommunity intro

6/29/2020

Introduction to the many ways to stay connected and how we all interact – colleges, regional, affinity, class, etc.

Social Media Component: Story feature callout of asking alumni to post a picture of their favorite memory from Cornell, focusing on their affinities/sub communities. We'll repost alumni responses on stories.

Email 3: Update your contact information

7/15/2020

First opportunity for Class of 2020 to access the alumni directory – call to update addresses and information

Social Media Component: Story feature announcing that the Class of 2020 Alumni Directory access is unlocked and also suggesting that all alumni update their info if necessary. The story will have a swipe up web link to CornellConnect.

Email 4: Connect with Cornell in your region

7/31/2020

Central message with explanation of “Cornell in your region” and prompt to update information to get the right regional info (save the date for Zinck’s if happening large-scale)

Social Media Component: A post with a photo from regional clubs and I'll use the same blurb from the email about Cornell clubs. “What is a Cornell club? It's a group of alumni volunteers from the same geographic location who build a micro-Cornell community outside of Ithaca. Whether it's finding a job or finding the best pizza in town, it's a great way to meet new people and expand your network.” I'll also post the regional club link in our bio for the week so it's easy for alumni to access.

Throughout the week, there will also be story posts asking alumni to post recommendations for their city to young alumni who may be moving to the city such as:

- Favorite place for takeout
- Favorite coffee place
- Hiking/exploring
- Favorite Cornell “hangout”

We’ll repost responses on stories.

Email 5: Introduction to volunteerism

8/15/2020

Introduction to volunteerism at Cornell with an emphasis on CAAAN

Social Media Component: Stories throughout the week featuring a different volunteer group every day you can join with swipe up links to their direct websites such as CAAAN, CBAA, Mosaic, CAAA, CUGALA, and CLAA.