



OCTOBER 2020

CONNECTING METRO PROPOSAL

PROPOSED TO

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PREPARED BY

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PURPOSE

To initiate member connections and engagement

"Connecting Metro"

With so many events being cancelled or made virtual, networking opportunities for our members are limited. This platform, entitled "Connecting Metro," will connect members to each other in a virtual format. Our audience will get to know other members and learn more about the member organizations and roles involved with WISE in a valuable way. By interviewing a variety of members, we will introduce current and potential members to a variety of contacts at all levels and career paths in the sports, entertainment and events industries. The content will be distributed over members' preferred platforms, encouraging members to share our content to their networks.



OBJECTIVES, TARGET AUDIENCE, TITLE, & LOGO

Objectives

- Reinforce the importance of networking for all, regardless of one's career level
 - KPI: Virtual interviews conducted with at least one collegiate member, one new member, one volunteer, and one Board member
- Increase the average number of likes, comments, and shares on Instagram, LinkedIn, and Facebook
 - KPI: Growth in engagement rates on social media platforms
- Gain 15 new members
 - KPI: Increase in membership between first publish date and December 15th

Target Audience

- Current members, particularly new members

Title and Logo:

"Connecting Metro" is a communication network which clearly expresses its mission to connect chapter members. Before the pandemic, one of the most popular places for people in NYC and the surrounding areas to connect was on the subway. "Metro" is another name for "subway," and it expresses a platform to connect when we cannot physically network as we had before.

"Connecting Metro" is a sub-brand of the WISE NYC Metro chapter therefore the logo's colors are consistent with the chapter brand identity. To reinforce the objective of "Connecting Metro", to connect members, I included two symbols within the logo design to represent NYC and its ability to keep together, even when forced apart: the NYC skyline and the connection graphic depicting two figures being connected by a line attached to a WiFi signal. The latter symbol represents our ability to connect virtually. Though we cannot gather physically now, that does not mean we cannot network virtually.

TONE, MARKETING, PROMOTION TIMING, & DISTRIBUTION

Tone:

- Engaging, not too formal, appealing to all ages and careers
- Similar to the tone of a networking lunch event

Marketing:

- Board member marketing /sharing on Board member social and digital platforms
- WISE NYC Metro promotional assets listed as followed

Promotion Timing:

- Introduce the network across all chapter social media, and encourage Board members to share
- Three days prior to first post: "Countdown" to the first Instagram Live video
- Following the first live video, we will "tease" the upcoming blog post at the end of the video, then three days before it is published and the day of
 - For each blog post, we will tease the subject of the next Live event at the end of the post, then follow the same three day prior and day of tactic

Distribution:

- All blog posts and video recordings will be published on the chapter website in a "Connecting Metro" tab
- Link to blogs published on LinkedIn and Facebook
- Live events will be distributed on Instagram. We could also explore Facebook and LinkedIn Live if Instagram Live is well-received
- Inclusion within WISE NYC Metro newsletter
- Content will be published weekly, with a live event every other week and a blog post between

TIMELINE

Timeline:

- October 19th-21st:
 - Proposal approved. Create a list of potential interview subjects and content. Request recommendations from the Membership Committee
 - Contact potential interviewees, generate additional members to contact, and schedule interviews
- October 26th-30th:
 - Conduct the first blog interview and draft the blog. Launch first marketing efforts for Connecting Metro and Instagram Live opening event
- October 26th-30th:
 - Instagram Live interview on October 28th, posted on website next day
 - Final edits to blog made based on feedback
- November 2nd-6th:
 - Promote first blog post and interview subject
 - First blog post published November 4th

CONTENT RECOMMENDATION

First Instagram Live: Monique Wagner

- Monique is a new member of WISE NYC Metro
- Manager of League and Team Partnership at FanDuel
- Helped spearhead a partnership with WISE NYC Metro
- Rose from customer support agent to manager in five years
- Discussion points:
 - Her role in FanDuel, what it is about, and how it differs from her past roles
 - How the partnership with WISE NYC Metro came to be and its success
 - What it is like to be a new member, particularly in the pandemic

First Blog: Syracuse WISE Chapter

- Syracuse University has its own WISE chapter/club
- Discussion points:
 - How the chapter started and what they do on and off campus
 - How being a member in college has shaped their experience and led to opportunities
 - How can WISE work with college students
 - How the chapter has adapted to hybrid university

EXECUTION

Execution

During the duration of my internship, this communication network will become one of my main responsibilities. A significant component of my internship is to help elevate the chapter's social media presence to engage current members and attract new ones. I believe the Connecting Metro Network is a tactic to meet the goal. It is essential for the success of our chapter to keep members engaged digitally, not just in the pandemic, but also to stay relevant in the digital-savvy world. The best way to do that is by providing value to them. Connecting Metro will introduce valuable connections and education.

Prior to the conclusion of my internship, I will provide a report detailing the results of the Connecting Metro Network along with my recommendation on whether to continue the network. Were it to be deemed successful, the work would continue and be executed by the chapter's Marketing Committee.

Specifically, my responsibilities for the network would include:

- Contact potential interview subjects
- Conduct the interviews, including scheduling and question generation
- Manage Instagram Live events
- Draft the blogs
- Create the marketing content for social media posts
- Generate the analytics report to measure engagement for both blog posts and live events. Provide report findings after each post

EXECUTION, DISTRIBUTION, & MARKETING

Needs and Next Steps:

In order to move forward, I will need the following:

- Approval on concept and logo
- The name (s) of the person posting the content
- Access to back-end analytics for chapter website and social media accounts
- Promotional posts (see Marketing section above)
- Someone to manage the comments section during Instagram Live
- Work with Katie Cifarelli and the Membership Committee to provide potential members to interview
- Schedule social media & blog posting
- Update the WISE NYC Metro website with each post and post on LinkedIn and Facebook