

Communication Plan

Part 1

Proposed By:

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Proposed To:

**Australian Business and
Community Network**

Background

Established in 2005, ABCN is a not-for-profit organisation that aims to bring businesses and schools together to address educational disadvantages in Australia. By providing workplace-based mentoring programs for students of low-socio-economic backgrounds, ABCN aims to help young people thrive in the workplace (ABCN 2022). ABCN relies on volunteer mentors drawn from the workforces of over 40 member companies that make up their network and fund this initiative.

Currently, ABCN has a solid foundation in their communications sector, however, the challenges ABCN face this year is how to expand its impact and reach among its target publics, increase engagement on social media and maintain strong visibility in mainstream media. For ABCN's impact and reach to broaden, the not-for-profit needs to tailor its marketing and communications strategy to be audience-centric (Fisher-Rowe 2013). However, the organisation will need to modernise their social media content and maintain relationships with internal stakeholders to be considered an important voice in the education sector (Appavoo n.d.).

Objectives

To expand ABCN's reach and impact:

- **Grow ABCN's social media following** to reach 7,000 across Facebook, Instagram and LinkedIn (currently at 5,000 followers) by April 30th 2022.
- **Boost ABCN's visibility in mainstream media** by organising scheduled PR events in the second quarter and networking with journalists and publicists by April 30th 2022.
- **Increase engagement rates by 1.5%** across Facebook, Instagram and LinkedIn by tailoring and modernising the content to each platform by April 30th 2022.
- **Incorporate paid social media analytics** to analyse ABCN's engagement rates in detail by April 30th 2022.
- **Update the current newsletter** to provide a modern perspective for students and alumni by April 30th 2022.
- **Upgrade the current EDM service provider** to send out automated newsletters consistently and segment them to different audiences by April 30th 2022.

Strategy

Our strategy aims to increase visibility in mainstream media and deepen engagement with alumni and students through the process of differentiation and storytelling. As humans have a natural empathy (Snow, 2021), they have an ability to empathise and connect through stories; "In the non-profit context...essentially, they have two paths: stand out from the crowd (differentiation strategic purpose) or aim to be the 'best in class' (typicality strategic purpose)" (Mitchell, 2016). A search on the Australian Charities and Not-for-profits Commission (ACNC) showed 14,537 results in the education sector alone (Acnc.gov.au, 2021). ABCN's purpose is to keep the student's successes at the core of their operations, therefore, the differentiation strategy is the most applicable.

Differentiation can be achieved here through the sharing of students' stories that ABCN has worked with. Sharing these stories of how ABCN has helped students from low socioeconomic backgrounds achieve their higher school certificates and led them to increased employment, shows the effectiveness of ABCN as an NFP. With this, the power of pathos comes into motion as the audience has the ability to feel empathetic toward the students. By combining these approaches, ABCN will share and create stories with high narrative probability to ensure engagement, empathy, and coherence (Stoner, 2020).

Tactics

- ABCN presence at certain events throughout the year to increase visibility, networking and raise awareness of the social issue.
- Incorporating storytelling into ABCN's communications.
- Redesign of ABCN newsletter with a focus on readability and click rates.
- Redirection of social media platforms.
- Re-establishment of an ABCN alumni Facebook group.
- Creation of a media list consisting of specific journalists to target.
- Strategy for attracting mainstream media attention and increasing publicity.
- Host virtual or in-person information sessions with current or prospective corporate partners every two months.
- Host virtual or in-person information sessions with prospective schools every alternate month.
- The utilisation of paid social media analytics tool Hootsuite Analytics.
- Update of the current EDM service provider from Mailchimp to Sendinblue.

Monitoring/ Evaluation

To track the success of ABCN's strategies and tactics, a combination of both quantitative and qualitative methods will be implemented to provide a wider scope of analysis and evaluation. By implementing the qualitative method of social listening, an analytical tool used to understand conversations happening in real-time, ABCN can track engagement rates across multiple social media platforms (Waxman, 2020). This will enable ABCN with the knowledge and understanding of their audiences' perceptions allowing them to make their audience feel heard. ABCN can monitor their progress regarding the re-design of the newsletter through the metrics on the new EDM service provider, Sendinblue. The platform allows ABCN to track whether recipients opened the email, if it bounced back, how many unsubscribed, and the click rate.

Furthermore, as a result of the time constraint, it can be difficult to determine whether the proposed social media extensions will be efficient for the ABCN. In saying this, while extensive research has been conducted to ensure there are valid suggestions, a social media analytics tool will assist ABCN in adjusting the plan where necessary and ensuring they are performing across all media platforms accordingly.

References:

ABCN. (2022) Australian Business and Community Network, accessed 5 March 2022, <<https://abcn.com.au/about/what-we-do/#:~:text=Our%20vision%20is%20for%20all,together%20to%20address%20educational%20disadvantage.>>.

Acnc.gov.au. (2021) Charity Register | ACNC. [online] Available at: <https://www.acnc.gov.au/charity/programs/map?classie=170> [Accessed 8 Mar. 2022].

Appavoo, C. (n.d.) Building a charity that thrives: key factors for successful governance and management of NFPs, The Global Advisory and Accounting Network, accessed 5 March 2022, <<https://www.hlb.global/building-a-charity-that-thrives-key-factors-for-successful-governance-and-management-of-nfps/>>.

Fisher-Rowe, J. (2013) Vision, Values and Voice. A Communications Toolkit. New York: The Opportunity Agenda, pp. 6-24.

Snow, S. (2021) History of storytelling, and why you should care, in business or in life. LinkedIn Learning. Available at: <https://www.linkedin.com/learning/shane-snow-on-storytelling/the-history-of-storytelling-and-why-you-should-care?autoplay=true&u=2087740>.

Stoner, M. (2020) Making Sense of Messages A critical Apprenticeship in Rhetorical Criticism. 2nd ed. New York; London; New York; London: Routledge Taylor and Francis Group.

Communication Plan

Part 2 - Deliverables

Proposed By:

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Proposed To:

**Australian Business and
Community Network**

Newsletter Re-Design Rationale:

This deliverable proposes a newsletter re-design which was explored through the third objective outlined in the brief regarding updating ABCN's EDM service provider, MailChimp. It is recommended to update the newsletter to take on a modern approach using the brand's colours of orange, grey, and white to appeal to its audience effectively. The improved design utilises different call-to-action buttons to help increase the attention of ABCN's main offerings and messages within the email, whereas, the original newsletter used "Read More" as every CTA. Moreover, it is suggested in this deliverable to be more concise in the layout and delivery in order to promote easy readability which will help encouraging click rates, thereby, increasing the overall engagement and visibility for ABCN.

NEWSLETTER



Term 1 News 2022

Dear ABCN supporter,

We hope you are keeping safe and well. It's been a great start to the year, with students back to face-to-face learning and mentors back at the office at least part of the time. What this means for ABCN is the return of many in-person programs across the country.

That doesn't mean we aren't having success with digital programs. Our digital transformation has allowed us to expand our reach to more students. It has also helped us extend our programs to students in regional, rural and remote areas.

One of ABCN's key strategies is a flexible approach and we continue to run [blended programs](#) (face-to-face and digital) in many states.

We have some exciting updates this term:

- We [welcomed Unilever](#) as a new ABCN member company
- Students, mentors and staff celebrated International Women's Day with a series of [Focus programs](#) across the nation
- We conducted a [Leaders of Tomorrow program](#) with American Express after a year
- Our website now features a new resource for ABCN Champions - [Information for Champions](#)
- We delivered [six Empower sessions](#) in four days for Holroyd High School's Orientation Week
- We completed a [digital pilot of STEMpreneur](#) program, sponsored by nbn



2021 Annual Report

'The support I have received throughout the ABCN program has been invaluable to my development throughout these vital years.'

This quote from a student who participated in an ABCN mentoring program sums up the extraordinary story of how our network pulled together throughout 2021 to support disadvantaged students, as told in the pages of our [2021 Annual Report](#).

We are proud to report that in 2021 we almost doubled the number of digital programs we ran in 2020 and, since inception in 2005, 56,303 students have been mentored.

[Learn More](#)



Face-to-face programs return in full STEAM

ABCN's New South Wales team kickstarted 2022 with the return of a series of Full STEAM Ahead programs after a two-year hiatus due to COVID-19.

[Join Us](#)



Broadening our reach to the regions

Students in Australia's cotton capital, Wee Waa, overcame floods, blackouts and lockdowns to participate in an Interview2Impress program with mentors from Lendlease.

[I'm in!](#)



Our long-term impact: meet STEM advocate Kim, our 2012 alumna

Kim Quinones, 24, still vividly remembers the Aspirations program she participated in at Lalor Secondary College, Victoria, almost a decade ago.

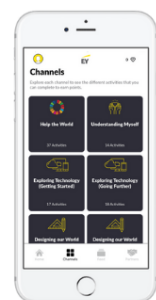
[Read Kim's Story](#)

EY STEM App launch for girls

The EY STEM App is a free gamified mobile app, with rewards, that aims to spark interest, inspire, and empower the next generation of girls into STEM subjects and careers.

The EY Women in Technology team is seeking interest from schools to facilitate girls' participation.

[Express your interest](#)



Social Media Rationale:

Within the initial brief of the ABCN, it was requested to create a 360-degree marketing and communication strategic plan and to have a dedicated social media platform for alumni engagement. While keeping the resource crunch of the NFP in mind, we suggest the use of all 3 platforms where the posts can be consistent with one another while also ensuring the altering target audiences each platform affords are addressed.

LinkedIn Rationale:

With LinkedIn being the ABCN current focus, there will be an increase in posting amongst the platform with a business-oriented approach, focusing more so on the workings of the ABCN from the inside and how they have become what they are today. This is in accordance to LinkedIn having 2x the buying power then the average web audience (LinkedIn 2016), therefore allowing the platform to target corporates and member companies. This is important as it increases the potential of assisting the lack of funding the NFP sector has received due to the pandemic.

References:

LinkedIn, 2016. LinkedIn Audience 360 Study; Salesforce Advertising Index Report 2016. [online] LinkedIn Marketing Solutions. Available at: <<https://business.linkedin.com/marketing-solutions/ad-targeting>> [Accessed 5 March 2022].

Current LinkedIn:

ABCN

4,314 followers

2w

This week, we ran our first program with our new regional school partner Cobram Secondary College located on the border of Victoria and NSW.

The students were delighted to interact with [EY](#) mentors in a Future Thinkers program that helps build creative and innovative problem-solving skills through design thinking.

When asked about what they learnt from their mentors, a student said, 'I learnt that no idea is a bad idea'. Another said: 'I learnt how to put my creative thinking to good use.'

After the program, the school commented: 'The students were really buzzing about the mentors and loved comparing stories about them.'

Big thanks to our mentors for supporting our students - [Adi Raj](#), [Alicia Y.](#), [Madeline Lane](#), [Angela Poci](#), [Laura Walker-Rincon](#), [Megan Fullerton](#), [Rivi P.](#)

#mentoring #volunteering #ABCN #abcn #designthinking #creativity



27 · 3 Comments

Like

Comment

Share

Proposed LinkedIn Deliverables:

WHAT DOES THE ABCN DO?



GROW



CONNECT



INSPIRE

ABCN

Barren to Inspire Change

FUTURE THINKERS PROGRAM



Not even the pandemic can stop us! Our first program with regional school Cobram Secondary College was just completed with glowing results!

ABCN

Barren to Inspire Change


Facebook Rationale:

Facebook is essential within the current communication realm as its engagement with schools and students is unmatched to any other platform. With 93% of companies being active on Facebook and 88% of Facebook users being aged between 18-29 (FIBER, 2020), it emphasises how by making use of this platform the ABCN not only has the chance of increasing alumni engagement but also heightening brand awareness. Facebook also has the affordance of creating closed community groups which can be accessed through the ABCN Facebook page, ensuring there is an avenue for close relationships to be built amongst alumni and overall increasing their engagement.

References:

Fiber.com.au. 2020. FIBER | Social Media Statistics (Worldwide + Australia). [online] Available at: <<https://www.fiber.com.au/post/social-media-statistics-worldwide-australia#:~:text=Facebook%20has%202.89%20billion%20monthly,demographic%20group%20of%20Facebook%20users.>> [Accessed 5 March 2022].

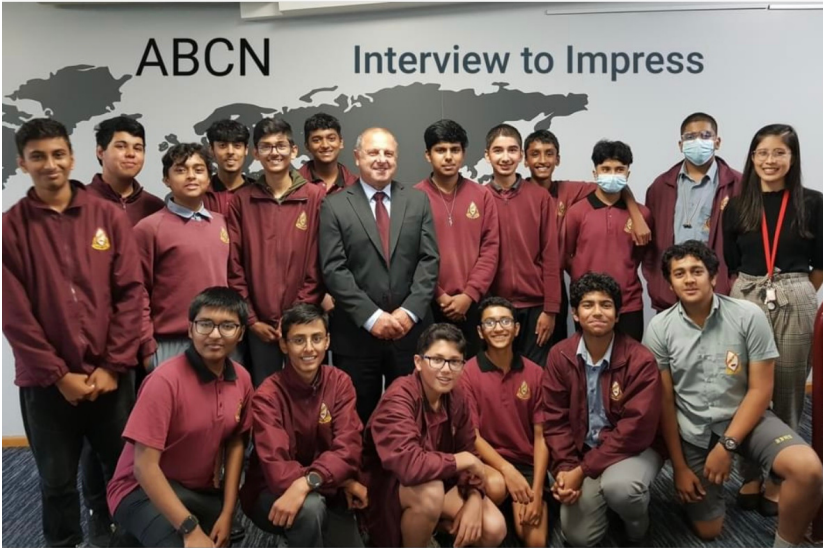
Current Facebook:



**Australian Business and Community Network**

25 Mar · 🌐


100% of Blacktown Boys High School students said they now feel confident about themselves, compared with 37% before participating in an Interview2Impress program with CSR mentors in NSW.


Afterwards, a student said: 'Knowing how to be confident and learning how to present myself will always help me with everything in life.'
[#Interview2Impress](#) is an interactive workshop that builds s... See more






6

 Like

 Comment

 Share


Proposed Facebook Deliverables:



Clarkson Community High School

A 100% success rate!

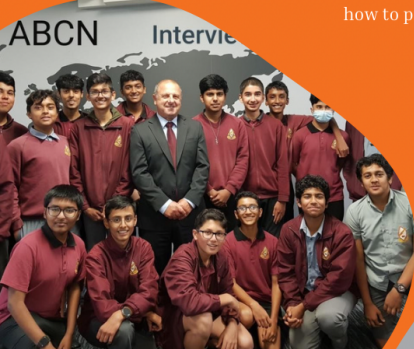
"This is exactly what our students need. It opened their eyes to what is out there for them - such an important experience for our students"



Blacktown Boys High School

Blacktown Boys thrive with 100% confidence

"Knowing how to be confident and learning how to present myself will always help me with everything in life"



Instagram Rationale:


Instagram is the platform where the focus of the ABCN's communication can be sharing the stories of children who come out of the program and utilising the power of storytelling in their communication. With two thirds of Instagram's audience being aged 34 years and younger (Statista 2022), it becomes a valid extension to the ABCN's media communication as these personal experiences have a high chance of resonating with Instagram's younger audience and therefore increasing company awareness and engagement.

References:


Statista. 2022. Instagram: age distribution of global audiences 2021 | Statista. [online] Available at: <<https://www.statista.com/statistics/325587/instagram-global-age-group/>> [Accessed 5 March 2022].

Social Media Deliverables: Instagram Story Highlight Covers


Instagram Story Highlight Covers




Alumni




Announcements




Events



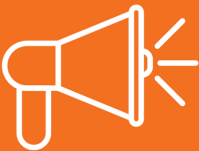

Questions





Shared



ABCN





Current Instagram (Facebook post but content is most suitable to Instagram target audience)



Australian Business and Community Network

1 Feb · 🌐

Donated laptops from [MinterEllison](#) are easing the disruption these students are facing due to the delayed start of school in Queensland.



Dakabin State High School

28 Jan · 🌐

Several senior students, including Decklan and Jessica, are ready for online learning, thanks to a donation of refurbished laptops received through our partnership with Australian Busine... See more





👍 2

👍 Like

💬 Comment

➦ Share

Proposed Instagram Deliverables:



Business Partnering with Education

**This is
Decklan
and
Jessica.**

Online learning ready thanks to the
ABCN Laptop Learning Scheme







**THIS IS
LISA.**



Business Partnering with Education

Social Media Analytics Rationale:

Below includes an analysis of three social media analytic services for ABCN: Google Analytics, Hootsuite and Brandwatch. Based on feedback from Reshma and the focus of our brief to increase their visibility and engagement, implementing social media analytics into their program will be beneficial to track users' behaviour and identify what receives the most engagement on their platforms. The performance of every piece of shared content on ABCN's social channels is an opportunity to boost the success of their PR capability by maintaining a stronger presence on their social media.

By providing a comprehensive display of ABCN's impact and reach, social media analytics can allow ABCN to compare social media metrics (including clicks, comments, reach, engagement rate, impressions, shares, saves, etc.) among their target groups. After conducting a SWOT analysis of each social media analytic service, our team concluded that Hootsuite would offer a complete picture of ABCN's social media efforts at an affordable price. It will save time by providing a comprehensive display that compares results across networks to see what generates the most engagement for ABCN. Ultimately, it is essential for ABCN's marketing strategy to include these consumer insights due to it being a main form of social listening for the company. It is also offers a vital piece of communications monitoring which is an integral component for the overall success of our project (Cassidy & Ball 2018).

References:

Cassidy, C & Ball, L 2018, Communications monitoring, evaluating and learning toolkit, Overseas Development Institute, pp. 1-24.

Social Media Analytics SWOT: Google Analytics, Hootsuite and Brandwatch

Social Media Analytics

Prices:

Google Analytics

- Entirely free service

Hootsuite

- Team up to 3 users/20 social profiles = \$129 per month
- Business up to 10 users/35 social profiles = \$599 per month

Brandwatch

- \$800 - \$3000 for the Pro Plan per month
- The Enterprise Plan is quote-based depending on the volume and requirement

SWOT Analysis

S

Strength

- Allows marketers to track users' behaviour on their website/social media
- See what content drives the most leads/traffic on which social networks
- Calculate the ROI of social media
- Free tool

W

Weakness

- **Recording bot and spam traffic:** can skew data significantly
- **Measuring all users:** cannot track hard numbers
- **The need for customisation:** does not know what you want to measure, so it is important to customise the tracking to fit your needs

O

Opportunity

- Get to know your audience with demographic data
- Get the most out of your social media campaigns with these data points

T

Threat

- Limited coverage
- Can only achieve approximations for data, it cannot track everything (accuracy is limited)
- Missing and unwanted information can occur

Google Analytics

SWOT Analysis

S

Strength

- Able to schedule content for pinpoint promotion
- User friendly
- Manages multiple platforms and compares social post metrics
- Aggregating social channels in one central location
- Compares profile metrics: follower growth over time, negative feedback rate, profile visits, reactions, overall engagement rate etc.

W

Weakness

- Interface can be technical and overwhelming
- Expensive analytics report

O

Opportunity

- Social media management platforms save time
- Can maintain a presence on multiple social sites (Facebook, LinkedIn, Instagram) to increase their visibility to each target sector.
- All-in-one interface allows users to divide engagement activity into social networks and streams (e.g. mentions, what is reposted, what is sent etc.)

T

Threat

- Interface can be confusing for some users (lots of activity to look through)
- Can be expensive
- Some smaller businesses may find Hootsuite offers more than they need

Hootsuite

SWOT Analysis

S

Strength

- Professional tool that helps monitor the brand on social networks
- Highly programmable setup allows for deep categorisation of social and online conversation
- Has extensive filters to weed out spam and unnecessary messages
- User-friendly interface (easy for non-technical people to use)

W

Weakness

- The analysis and monitoring of influencers is difficult
- The UI sometimes struggles with larger categorisation sets (can be worked around)
- Can generate a lot of spam or irrelevant mentions

O

Opportunity

- Value of the tool comes with customisation options
- Can deliver huge amounts of data for social media analytics
- Beneficial for businesses with different target markets
- Useful for impact assessment (can determine particular posts in terms of breadth of reach, influence, likes etc.)

T

Threat

- One of the most expensive products in its category
- Can generate spam
- Sentiment analysis may not always be accurate
- Some features can be complicated to use and need expert advice
- No mobile application

Brandwatch

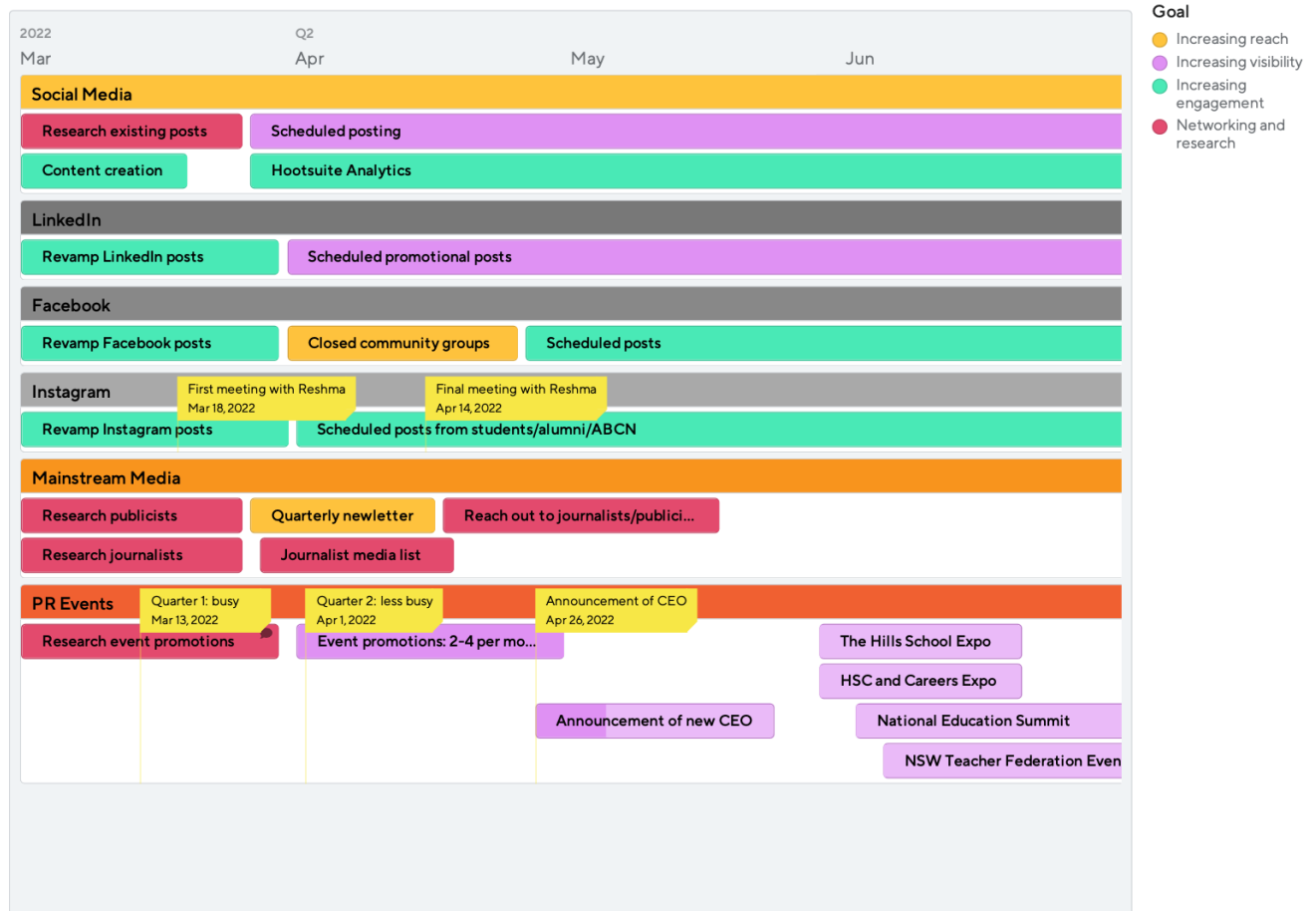
PR Content Calendar Rationale:

By focusing on the first section of the brief, our team has divided the PR efforts for ABCN into different sections to address key areas for improvement for the not-for-profit. This particular deliverable is centred around identifying the varied audiences and how they will be individually targeted and the adequate social media for each. Due to the combination of mainstream and social media making up ABCN's PR strategy, a timeline is included below from March-July that will showcase our team's work and the pre-planned work for ABCN after our deadline. This PR content calendar separates the traditional PR elements with work by journalists, publicists and networking events that will be looked at more closely in our other deliverables and combines this with the continuous production of social media.

Ultimately, the PR content calendar acts as a timeline for the not-for-profit and aims to maximise engagement with their target stakeholders more accurately in future by keeping social media efforts goal-focused and organised. This PR strategy integrates ABCN's mission with consistent content marketing and PR events, to raise awareness and gain more visibility across mainstream media.

PR Content Calendar Deliverable:

Content Calendar



Content Calendar

Title	Lane	Legend	Description	Strategic Importance
Research existing posts	Social Media	● Networking and research	The team will research into existing social media posts to see what has the lowest/highest engagement for ABCN.	Important to consider what the target audience is for each platform. Is ABCN tailoring its content in a way that will appeal to the audience? How can we modernise it?
Content creation	Social Media	● Increasing engagement	Focus on the three main platforms (LinkedIn, Facebook and Instagram) where the team will update the current efforts of ABCN to make it more visually appealing, modern and effective for the target audiences.	By creating content that is visual appealing for ABCN's target audience, engagement will rise and their social media following will subsequently increase. We need to utilise all platforms and the abilities of each platform to ABCN's advantage to gain traction and traffic in their social media efforts.
Scheduled posting	Social Media	● Increasing visibility	Our team will look into scheduled posting for ABCN. By moving away from ABCN's current cross-posting methods, the team will look at curating specific posts and templates for how to post on individual platforms.	With scheduled posting, ABCN can maintain a consistent theme through their social media alongside their PR efforts to maximise their engagement and visibility which were areas that they were hoping to tap into.

Title	Lane	Legend	Description	Strategic Importance
Hootsuite Analytics	Social Media	● Increasing engagement	By introducing an analytic tool such as Hootsuite into ABCN's PR efforts, the company will be able to witness the traffic form their social media efforts and areas of low/high engagement. Hootsuite was decided as the most optimal for ABCN due to the affordability of its application at \$29 per month for 10 social profiles and one user.	Social media analytics offers effective social media monitoring with its content curation that allow companies such as ABCN to understand consumer insights and trends that boost their overall reputation and resource allocation as an NFP.
Revamp LinkedIn posts	LinkedIn	● Increasing engagement	Continue to post on LinkedIn to increase alumni engagement. To heighten engagement and ensuring consistency across all platforms, suggest taking a more personal approach by sharing personal development stories from students/alumni. Also shorten the captions of each post.	ABCN has just over 4,000 followers on LinkedIn. This is the highest engagement rate platform for the company, however, the posts on this social media channel need to become more personable for audiences to feel emotionally involved with this initiative.
Scheduled promotional posts	LinkedIn	● Increasing visibility	Scheduled posting is great for ABCN to increase their visibility with their social media efforts. It will provide accountability for ABCN to share content with the public, helping the public to feel more connected to the program.	By providing a consistent layout for ABCN's LinkedIn, visibility will increase and member companies/alumni/students will be more likely to like, comment and share its content. This will also improve engagement rates and contribute to broaden the reach and impact of ABCN's values.

Title	Lane	Legend	Description	Strategic Importance
Closed community groups	Facebook	● Increasing reach	Facebook has the potential to increase alumni engagement with closed community groups available on this platform. Information shared in ABCN's newsletter can be shared on this group homepage that will provide a hub for community engagement and conversation with audiences with similar experiences (alumni) or interests (students/parents).	Facebook community groups provide a safe space to share content for ABCN within a private area that allow key milestones to be shared, questions to be answered and contribute to the overall PR efforts of the company to increase its reach and engagement.
Revamp Facebook posts	Facebook	● Increasing engagement	Facebook posts need to be altered from ABCN's cross-posting tactics to be more relevant for the target audience of this platform.	By updating the content on Facebook, KPIs will be tracked by social media analytics and engagement rates will increase over time.
Scheduled posts	Facebook	● Increasing engagement	Consistent posting on all social media will contribute to overall PR success for ABCN.	Maintaining a consistent brand image amongst the public is important to boost engagement and stay relevant in the media today.
Revamp Instagram posts	Instagram	● Increasing engagement	Currently, Instagram has a very low engagement rate. This may be largely due to the outdated layout and inconsistent posting from ABCN. Our team aims to place more of a focus on posting on this platform due to its popularity amongst younger generations.	Instagram is mainly a visual platform which is perfect for ABCN to provide the personal stories of the students they have helped with posts directly from them explaining their experience with ABCN. This will have an emotional appeal with audiences and increase engagement and visibility in the social media

Title	Lane	Legend	Description	Strategic Importance
Scheduled posts from students/alumni/ABCN	Instagram	● Increasing engagement	With scheduled posts from students and alumni, ABCN can use this platform to provide the personal development stories of the children they have helped with this initiative.	The power of storytelling is extremely successful in social media. This will increase brand awareness and create a more personalised experience for their company. It will also allow for a more contemporary approach to be taken on their current media communications.
Research journalists	Mainstream Media	● Networking and research	Our team has identified what ABCN's drawbacks were and noted that an area they wish to reach is rural and regional areas of Australia.	By researching journalists in this field, ABCN can gain further knowledge into who they would like to share their message with the public.
Research publicists	Mainstream Media	● Networking and research	From our feedback with Reshma, it has been identified that it could be a possibility for assistance to help with ABCN's PR efforts. The addition of a publicist could help the company be more efficient in their PR efforts.	This would provide a dedicated person to be in charge of mainstream media efforts and maintain relationships with journalists as networking remains an essential component of PR for ABCN.
Quarterly newsletter	Mainstream Media	● Increasing reach	Newsletters prove to be quite popular with ABCN's target audience. However, ABCN needs to incorporate a more holistic approach with their PR efforts. By sharing information of their quarterly newsletters on their Facebook, LinkedIn or Instagram, the reach of their newsletter can broaden. The team will look into some improvements for the newsletter to provide a modern and aesthetic layout for the readers.	Although newsletters have a broad reach for ABCN, it needs to be incorporated with the other social media efforts of the company to sustain its engagement and visibility for the company.

Title	Lane	Legend	Description	Strategic Importance
Journalist media list	Mainstream Media	● Networking and research	A media list has been developed for ABCN consisting of journalists who may be interested in the work ABCN do. These journalists were chosen due to their tendency to write about education, community issues or stories specific to rural or regional areas - something that ABCN can find similar interests in. It has been collated with their contact details for easy accessibility and communication for ABCN.	The importance of this media list is based on ABCN's hope to reach regional and rural areas of Australia to broaden their reach and impact to these specific locations that have not been looked into before. It opens up an opportunity for ABCN to push their PR efforts into these areas.
Reach out to journalists/publicists	Mainstream Media	● Networking and research	Through the media list created and with the end of the first quarter, it will be time for ABCN to contact the relevant journalists/publicists to assist them in their PR efforts.	With the announcement of the new CEO happening shortly, it is a perfect time for ABCN to reach out to local newspapers to boost their visibility in mainstream media.
Research event promotions	PR Events	● Networking and research	Through researching existing event promotions and ABCN's current position, our team has identified that an in-house publicist would be beneficial for the organisation. The publicist could assist ABCN with providing better communication with journalists, maintaining relationships with them, writing press releases and assisting with planning and coordinating events.	Due to the effects of COVID-19 slowing down and the first quarter being a very busy period for ABCN, now is the company's opportunity to push their PR attempts with event promotions and build upon their connections with journalists to increase their network.

Title	Lane	Legend	Description	Strategic Importance
Announcement of new CEO	PR Events	● Increasing visibility	PR opportunity here to gain traction and movement on social media. The coverage on social media can help ABCN to broaden their visibility.	A collective approach across all social media will aid in boosting visibility for ABCN and create excitement and buzz for the new CEO announcement. It will create traffic on social media, thus improving engagement as well.
Event promotions: 2-4 per month	PR Events	● Increasing visibility	2-4 per month is an achievable goal for ABCN. It is dependent on whether they are face-to-face or online and what quarter they lie in. Due to the first and last quarter being the busiest for ABCN, the main focus will be on the middle two quarters to push event promotions.	ABCN has identified that they have trouble penetrating mainstream media. So, by pushing event promotions, ABCN can target areas (including regional and rural) to tap into target audiences that have not been accessed as of yet. This will encourage more visibility for the company
The Hills School Expo	PR Events	● Increasing visibility	An expo has plenty of networking opportunities for ABCN to strengthen their reputation and gain more of a following in schools around Australia.	Visibility and reach will subsequently increase through these networking events.
HSC and Careers Expo	PR Events	● Increasing visibility	5000 – 20,000 visitors 128 exhibitors	An important education event for Years 10, 11 and 12 students, their parents and teachers. Will bring together groups of people who may be interested in learning more about ABCN.

Title	Lane	Legend	Description	Strategic Importance
National Education Summit	PR Events	● Increasing visibility	In Melbourne 20,000 – 50,000 visitors 500+ exhibitors	At the National Education Summit Brisbane and Melbourne, the sector will come together to celebrate world-leading education via a series of conferences, seminars, workshops and networking events.
NSW Teacher Federation Events	PR Events	● Increasing visibility	A PR event that will bring together teachers across NSW	Broadening the visibility of ABCN across all areas of NSW, as well as increasing the reach and impact of the company's initiative.

Event Calendar Rationale:

Events:

We recommend that ABCN trials attending education related events for 12 months as an exhibitor, guest speaker or just to network in order to increase their visibility in the education sector. As this was one of their key objectives for the communications plan, building awareness for the social issue and ABCN's purpose among key players in the education sector would be extremely beneficial and could lead to a number of new stakeholders. During these 12 months, ABCN could evaluate whether attending these events is worth the time and effort and replan for the next year. We have focused on the middle two quarters of the year as this is the less busy period for ABCN.

Corporate Sessions:

Additionally, we recommend that ABCN run information sessions with current and or prospective corporate partners to inform their employees of ABCN's work and reinforce ABCN's relationship with the organisation. This could increase participation in corporate sessions and ensure the longevity of the partnership. We have recommended that these sessions are run between Tuesdays and Thursdays as our research found that for productivity and participation reasons, these are the best days to hold meetings (Molly, n.d.). Additionally we have taken into account times that may impact upon the attendance at sessions including end of financial year and the beginning and end of the year where most businesses are the busiest. These members are an important sector of our target publics and as such, it is important to foster these relationships to create long-lasting partnerships.

School Sessions:

We are further recommending that ABCN hold information sessions with teachers with current or prospective students in order to deepen their understanding of ABCN's purpose on alternate months to the corporate sessions. This will further deepen the relationship between the school and organisation. In scheduling appropriate weeks, we have taken into advance key times that would impact the school's willingness to attend including public holidays, early weeks of terms and the end of the year. Again, teachers and schools are a key segment of our target audience and a significant effort should be made to create and maintain relationships.

Media Pitches:

We have additionally scheduled in appropriate times for ABCN to send media pitches to the ABCN media list. This could be any relevant topic the organisation sees suitable at the time (e.g. The new CEO appointment in April, ABCN's 2022 impact in November etc.) We have recommended that these pitches are sent between Tuesdays and Thursdays as this is the most effective days to send pitches to journalists (Meltwater, 2020) and they are more likely to be receptive to new stories (Murray, n.d.).

References:

Meltwater, 2020. The Best Days and Times for PR Content. [online] Meltwater. Available at: <<https://www.meltwater.com/en/blog/the-best-and-worst-times-to-send-a-pr-pitch>> [Accessed 16 April 2022].

Molly, S., n.d. Best Times for Meetings. [online] Kabbage. Available at: <<https://www.kabbage.com/resource-center/manage/best-times-for-meetings/>> [Accessed 16 April 2022].

Murray, J., n.d. The best and worst time to send out a pitch. [online] MediaHQ. Available at: <<https://mediahq.com/best-time-to-pitch/>> [Accessed 14 April 2022].

2022

MARCH						
Mo	Tu	We	Th	Fr	Sa	Su
28	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

MAY						
Mo	Tu	We	Th	Fr	Sa	Su
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

JULY						
Mo	Tu	We	Th	Fr	Sa	Su
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1	2	3	4	5	6	7

SEPTEMBER						
Mo	Tu	We	Th	Fr	Sa	Su
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2
3	4	5	6	7	8	9

NOVEMBER						
Mo	Tu	We	Th	Fr	Sa	Su
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4
5	6	7	8	9	10	11

APRIL						
Mo	Tu	We	Th	Fr	Sa	Su
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1
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JUNE						
Mo	Tu	We	Th	Fr	Sa	Su
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3
4	5	6	7	8	9	10

AUGUST						
Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11

OCTOBER						
Mo	Tu	We	Th	Fr	Sa	Su
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

DECEMBER						
Mo	Tu	We	Th	Fr	Sa	Su
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

2023

JANUARY						
Mo	Tu	We	Th	Fr	Sa	Su
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

MARCH						
Mo	Tu	We	Th	Fr	Sa	Su
27	28	1	2	3	4	5
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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

FEBRUARY						
Mo	Tu	We	Th	Fr	Sa	Su
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	1	2	3	4	5
6	7	8	9	10	11	12

APRIL						
Mo	Tu	We	Th	Fr	Sa	Su
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
1	2	3	4	5	6	7



EVENTS



CORPORATE SESSIONS



SCHOOL SESSIONS



MEDIA PITCHES/INTERACTIONS

JUNE 17 – 18 2022	National Education Summit	Melbourne
JUNE 18 2022	NSW Teacher Federation Beginning Teacher Conferences	Sydney (Surry Hills)
JUNE 25 2022	NSW Teacher Federation Beginning Teacher Conferences	Newcastle
JULY 30 – 31 2022	NSW Teacher Federation Beginning Teacher Conferences	Wagga Wagga
JULY 30 – 31 2022	NSW Teacher Federation Beginning Teacher Conferences	Tamworth
AUGUST 5 – 6 2022	National Education Summit	Brisbane
AUGUST 10 – 11 2022	One Giant Festival for all of Education	Melbourne
AUGUST 13 – 14 2022	The North Shore Schools Expo	Sydney (Chatswood)
AUGUST 20 – 21 2022	NSW Teacher Federation Beginning Teacher Conferences	Arararra
SEPTEMBER 3 – 4 2022	NSW Teacher Federation Beginning Teacher Conferences	Bundanoon
OCTOBER 22 2022	NSW Teacher Federation New Activist Conference	Sydney
MARCH 2023 (Date TBC)	NSW Teacher Federation Principals' Conference	Sydney (Surry Hills)
APRIL 2023 (Date TBC)	The Hills Schools Expo	Sydney (Castle Hill)

NSW Teacher Federation Beginning Teacher Conferences

"This conference is aimed towards teachers in their first 5 years of teaching who are interested in broadening their knowledge of the system and state-wide issues that impact teaching and learning in public schools across NSW. The Conference will engage teachers in learning about various aspects of the school community including – Aboriginal Education, CALD communities, local Federation networks, low SES/poverty, women, LGBTIQ communities and people with disability."

National Education Summit

"At the National Education Summit Brisbane and Melbourne, the sector will come together to celebrate world-leading education via a series of conferences, seminars, workshops and networking events."

One Giant Festival for all of Education

"EduTECH brings together educators and solution providers to exchange and explore ideas, techniques, and technology, with the aim of improving teaching, training and learning and raising the education standards in Australia and the world. It is designed for anyone who works in pre-school, school, TAFE, RTOs, universities, government and DETs, corporate training & development, HR, and skill development, as well as architects and builders who create modern learning spaces."

NSW Teacher Federation Principals' Conference

"The 2022 NSW Teachers Federation Principals' Conference will be going ahead on Friday 25 March. We are pleased to be able to welcome a range of wonderful keynote speakers. There will also be workshops available to support your work as Principals."

The Hills Schools Expo & The North Shore Schools Expo

"Exhibitors will showcase vocational educational services, colleges, schools, boarding school education, to that of educational training institutes associated with this field. give families the opportunity to meet directly with principals and teaching staff from Australia's best independent & private schools."

This is by no means an exhaustive list and we encourage ABCN to attend any other events they may hear about if they suit the organisations objectives.

Media List Rationale:

A strong communication strategy is vital for not-for-profits in generating brand awareness and attracting donations, however many organisations, including ABCN, struggle to garner attention from mainstream media outlets. This can be largely attributed to the overly saturated media environment often publishing what (Cottle and Nolan, 2009) refer to as “images of distress rather than issues of structural disadvantage” in pursuit of revenue and readers. This largely impacts ABCN’s ability to bring awareness to the issue of educational disadvantage, weakening the impact they are able to make.

The media list below consists of specific journalists, editors and other media organisations who write or report on the education sector. It has been designed for ABCN to send media releases, pitches and invitations to attend ABCN run events to in order to build rapport and develop relationships in order to better penetrate mainstream media.

References:

Cottle, S. and Nolan, D., 2009. How the Media's Codes and Rules Influence the Way NGOs Work. [online] New York: Global Policy Forum. Available at: <<https://archive.globalpolicy.org/networking/48459-how-the-medias-codes-and-rules-influence-the-way-ngos-work.html>> [Accessed 10 March 2022].

Newspaper	Journalist	Contact
DAILY TELEGRAPH	David Barwell	david.barwell@news.com.au
	Clarissa Bye	clarissa.bye@news.com.au
	Julie Cross	julie.cross@news.com.au
	Simran gill	harsimran.gill1@news.com.au
	Gary Hamilton-Irvine	gary.hamilton-irvine@news.com.au
	Christopher Harris	christopher.harris@news.com.au
	Niki Iliagoueva (Southern Tablelands)	nicole.iliagoueva@news.com.au
	Kate Kiernan (Wagga Wagga)	kate.kiernan@news.com.au
	Alasdair McDonald (South Coast)	alsadair.mcdonald@news.com.au
	Cindy Ngo (South West Sydney)	cindy.ngo@news.com.au
	Clare Sibthorpe	clare.sibthorpe@news.com.au
	Amy Ziniak (Newcastle)	amy.ziniak@news.com.au
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	Ian Royall	ian.royall@news.com.au
THE COURIER MAIL	Isabella Magee	isabella.magee1@news.com.au
	Antonia O'Flaherty	antonia.oflaherty@news.com.au
QUEENSLAND TIMES	Jessica Baker	jessica.baker@news.com.au
	Ebony Graveur	ebony.graveur@news.com.au
THE ADVERTISER	Jessica Ball (Mount Gambier)	jessica.ball@news.com.au
	Michelle Etheridge (Regional/Rural SA)	michelle.etheridge@news.com.au
	Chris Russell	christopher.russell@news.com.au
GEELONG ADVERTISER	Natalee Kerr	natalee.kerr@news.com.au
CAIRNS POST	Bronwyn Farr (Regional/Rural QLD)	bronwyn.farr@news.com.au
GOLD COAST BULLETIN	Emily Toxward	emily.toxward@news.com.au
TOWNSVILLE BULLETIN	Satria Dyer-Darmawan (Regional/Rural QLD)	satria.dyer-darmawan@news.com.au

	Leighton Smith	leighton.smith@news.com.au
THE CHRONICAL	Rhylea Millar (Regional/Rural QLD)	rhylea.millar@news.com.au
SYDNEY MORNING HERALD	Jordan Baker	jordan.baker@smh.com.au
BRISBANE TIMES	Caitlin Fitzsimmons	caitlin.fitzsimmons@smh.com.au
WATODAY	Daniella White	da.white@smh.com.au
	Nicole Precel	nicole.precel@theage.com.au
	Madeleine Heffernan	mheffernan@theage.com.au
THE AGE	Natasha Bita	natasha.bita@news.com.au

Magazine	Editor	Contact
EDUCATION MATTERS	Janet Stone	janet.stone@primecreative.com.au
TEACHER MAGAZINE	Jo Earp	teachereditor@acer.org or teachereditorial@acer.org
	Rebecca Vukovic (Deputy Editor)	
THE EDUCATOR MAGAZINE	Brett Henebery	brett.henebery@keymedia.com.au
	Justin Kennedy (Managing Director)	justin.kennedy@keymedia.com.au
	Kate Phillips (Regional Account Executive)	kate.phillips@keymedia.com
EDUCATION REVIEW	Richard Garfield (Managing Editor)	richard.garfield@apned.com.au
	Wade Zaglas (Education Editor)	wade.zaglas@apned.com.au

Television Program	Contact
SUNRISE	sunrise@seven.com.au
THE MORNING SHOW	themorningshow@seven.com.au
TODAY SHOW	https://9now.nine.com.au/today/tell-your-story

Mainstream Media Tips Rationale:

Throughout our research in completing ABCN's communication plan, we have developed a deeper understanding of how to best engage with mainstream media and build relationships with journalists. As such, below is our 5 top tips for targeting Mainstream Media and journalists.

References:

Lorenz, M., 2021. 7 Insider Tips for Building Better Relationships With the Media. [online] Cision. Available at: <<https://www.cision.com/2021/04/7-insider-tips-for-building-better-relationships-with-the-media/>> [Accessed 18 April 2022].

Livarchik, J., 2021. 5 Tips for Building Relationships with National Journalists and Media. [online] Communiqué PR. Available at: <<https://www.communiquepr.com/5-tips-for-building-relationships-with-national-journalists-and-media/17582/>> [Accessed 18 April 2022].

Meltwater, 2020. The Best Days and Times for PR Content. [online] Meltwater. Available at: <<https://www.meltwater.com/en/blog/the-best-and-worst-times-to-send-a-pr-pitch>> [Accessed 16 April 2022].



AVOID THE LARGER NEWSPAPERS.

Larger newspapers such as The Australian, focus on global news which makes it difficult for ABCN to compete with and reduces the likelihood of their stories being picked up. While it is okay to reach out to these newspapers regularly to build a relationship, ABCN's time would be better spent focusing on local or rural and regional newspapers.



PERSONALISE THE PITCH.

It is important to note the journalist's audience want to hear about news that resonates with them and impacts upon their community. Therefore, when reaching out to them, focus on the difference you are making in their specific community. Each communication should appear to be individually sent for best results.



TIME IT RIGHT.

As outlined in the events calendar, the time you send the media release or pitch matters. The ideal days are Tuesday, Wednesday, or Thursday, with the ideal timing being when people are most likely to be checking their email either before or right on the time they arrive at work or around lunch time (Meltwater, 2020).



MAKE IT EASY FOR THEM.

1 in 5 journalists wish PR communicators would include media such as infographics, images and videos in their communications (Lorenz, 2021). By providing journalists with the information and resources they need, you will save the journalist time making it more likely that the story will be picked up.



UTILISE SOCIAL MEDIA.

Use your social media to connect, follow and engage with the journalists on your media list. Liking and commenting on content from journalists you follow will not only keep ABCN on the journalist's radar, but also build and deepen relationships (Livarchik, 2021). Additionally, if ABCN does receive media coverage, be sure to share the article or content on the organisations social media pages.

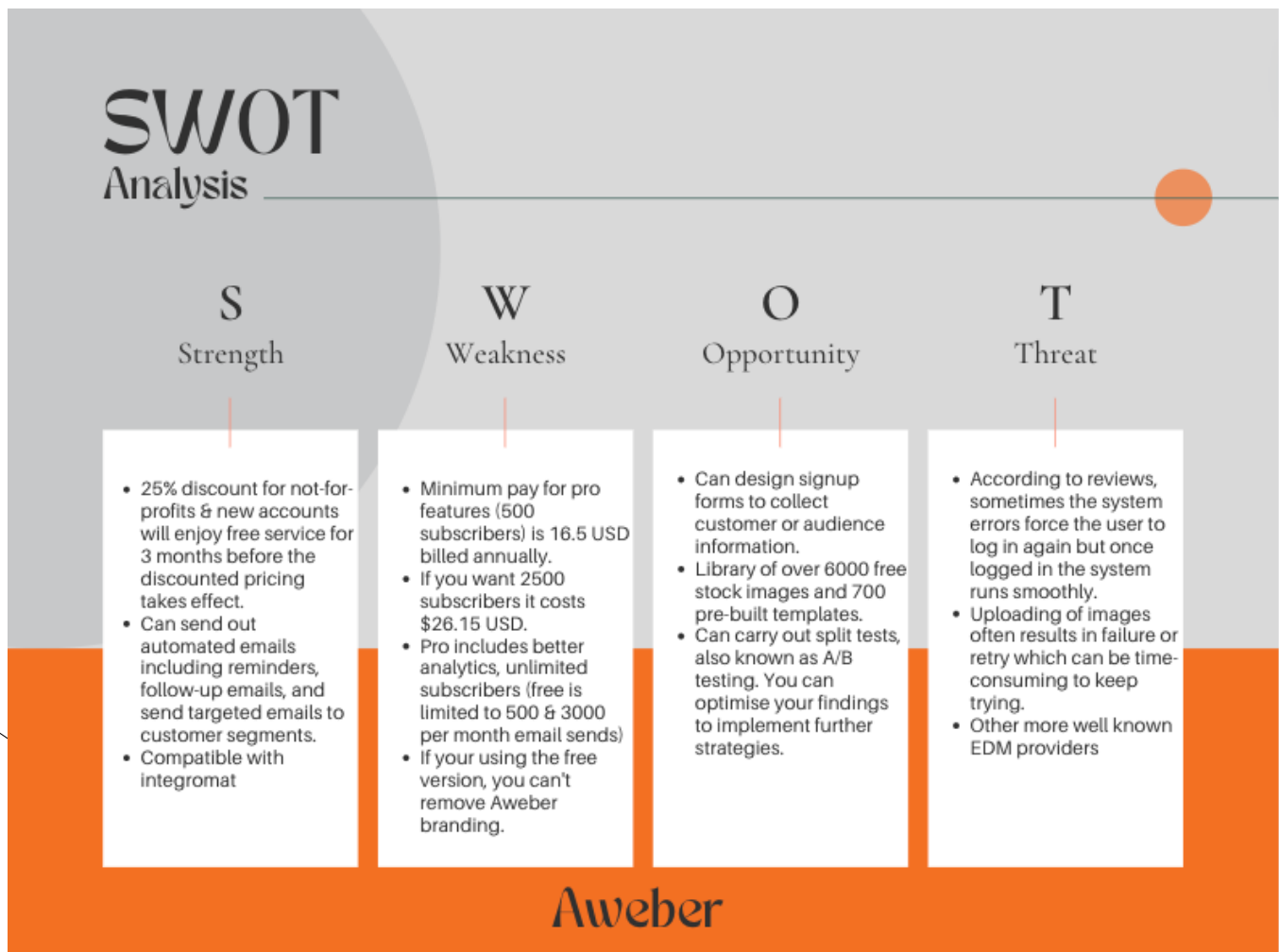
Alternative EDM Service Provider Rationale: Aweber

This deliverable showcases an alternative platform to MailChimp which was outlined as the final point in the brief provided by ABCN to search for a new EDM service provider. A detailed SWOT analysis helps to identify the platform's core competencies and from this, it can be assessed further to see whether it aligns with ABCN's core uses (Namugenyi, Nimmagadda and Reiners, 2019). The current EDM service provider, MailChimp, is too expensive and generates a lot of spam, therefore, a change is needed. After research, Aweber is one of the alternatives suggested for ABCN to review. The diagram enables for easy comparison of strengths, weaknesses, opportunities and threats between the two suggested alternatives to MailChimp; Aweber and SendinBlue.

References:

Namugenyi, C, Nimmagadda, SL & Reiners, T 2019, 'Design of a SWOT Analysis Model and its Evaluation in Diverse Digital Business Ecosystem Contexts', *Procedia computer science*, vol. 159, pp. 1145–1154.

SWOT Analysis Deliverable: Aweber



Alternative EDM Service Provider Rationale: SendinBlue

Sendinblue is a suggested alternative EDM service for ABCN primarily due to its unique pricing strategy that will benefit ABCN. Many EDM services structure their pricing based on the number of contacts the company has. This can be very expensive especially for companies that have many contacts. Sendinblue has three different pricing plans, all with unlimited contacts. The first pricing plan is free and features unlimited contacts for up to 300 emails per day, the second pricing plan is based on the number of emails you send per month. If ABCN sent 20,000 emails per month it would cost \$31.90. There is also a premium pricing plan if ABCN would be interested in using their EDM for Facebook ads, marketing automation, telephone support, and landing pages.

SWOT Analysis Deliverable: SendinBlue

