

SMB&M: "DIVISION OF OWNERSHIP" GRID

SMB&M:	Haley	Dana	Bridget	TBD or ALL:
Blog:	Alumni Spotlight with ("A Day in the Life of...")	Intern Spotlight	Q&A with MCS	Wisdom Wanted
SM-Primary:	YouTube/Mediaspace	Instagram	Twitter	
SM-Secondary:	Pinterest	LinkedIn	Facebook	
Events to Manage &/or Market:	Resume Blitz Windy City Event Job Shadow Program (Spring) Welcome Back Picnic Mosaic Career Fair (Spring) Business Career Fair (Spring)	design+ Etiquette Luncheon Lunch & Learns Mediapalooza CAF Career Day (Spring) Illini Career & Internship Fair (Spring)	INTERN BASH Media Career Night Job Shadow Program (Fall) Fall Open House IBA-University (Fall) Business Career Fair (Fall)	OCR Info Sessions (by session) Career Treks (by visit)
Additional Tasks:	Annual Report Infograph Back-to-School Promotion	Intern Display Case (119) Internship Survey Graduate Destination Infograph	Twitter Chat(s) Table Tents: Comm Lib/SSC	
Other Communications: (in addition to SM)				I-Link - Announcements Compass2g - Announcements Website - New Pages Website - updating pages Email - Review "Welcome Back" Digital Boards - How to utilize?

SOCIAL MEDIA "FAST FACTS"

SM-Primary:	YouTube/Mediaspace	Instagram	Twitter
Goal:	Career/Professional Dev Info	Upcoming events/blog & MCS promo	Career/Professional Dev Info/upcoming events/blog promo
Audience:	Students, Alumni, Employers	Students	Students, Alumni, Employers
SM-Secondary:	Pinterest	LinkedIn	Facebook
Goal:	Career/Professional Dev Info	Upcoming events/blog promo	Upcoming events/blog promo/"Media Mondays with MCS"
Audience:	Students	Students, Alumni	Students, Alumni
Other Communications:	Digital Boards (in SSC, outside 119, Comm Lib)	I-Link (can target a specific audience)	Compass 2g (delivered to all MEDIA students)
Goal:	Upcoming events & MCS promo	Upcoming events	Broad Messages, Urgent/last minute changes, upcoming events
Audience:	Students	Students, Employers	Students