

**College/University (DO NOT abbreviate. Spell it out so credit is given to the correct chapter.)** Iowa State University

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**Person submitting the form.**

**Marcie Fahn**

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**Email**

**marcies@iastate.edu**

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**Cell Phone**

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**Explain the changes your chapter wanted to make this year compared to the previous year's communications plan. (25 points)**

As the manager of chapter communications, the secretary keeps up social media. Last year, she focused on spotlighting members and their summer internships and/or officer roles. This year, the officer team wanted to incorporate the professionals through "Meet the Professional" posts so that members could get to know our professionals on a closer level by hearing their stories and why they are passionate about agri-marketing and NAMA.

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**Outline the plan you developed to improve communications, noting whether it was to improve content or frequency.(25 points)**

As far as a plan, we wanted both content and the opportunity for frequent posts. The posts would be divided evenly throughout an eight month time period with frequency contingent on the number of respondents to the form. Once we started posting our internship spotlights, page likes and engagement started picking up. We added additional "series" to keep our audience engaged. After receiving all the entries, the secretary divided the responses evenly throughout her eight month content schedule so that one "Meet the Professional" was posted each month between other club posts and shared items.

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**Describe, in detail, how the plan was executed. (25 points)**

The Google form was sent out to members of the Iowa Professional NAMA chapter in January, upon returning from winter break. Questions on the form included what company they work for, their role, hobbies and a fun fact about themselves. As entries rolled in, the secretary utilized Canva to create graphics for each "Meet the Professional" segment. Once created with the headshot the professional provided, text for the post was drafted from the information gathered from the form. The secretary then scheduled posts on Facebook making sure they didn't interfere with any other posts already scheduled. When the posts went live, each individual's company was personally tagged (if they were on Facebook) allowing the posts to reach a larger audience.

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**Describe the results in quantified terms. (25 points)** The results from the "Meet the Professional" posts were very positive. Throughout the eight month timeline, these posts were made once a month gathering a total of 5,478 likes along with 816 clicks and many new followers. Determining a number of followers based off of this communication effort is hard to gather due to the variety of other posts made during the timeline. It was a big success to help boost our numbers throughout the whole year. As a result, we are looking into highlighting more professionals who participate in our mentorship program.

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