



The European Law Students' Association

PUBLIC RELATIONS STRATEGY

November 2023



Digital engagement & interaction

Creating lasting impact and building intimacy by interacting with members meaningfully is the main focus of digital engagement and interaction. Members should be actively engaged through digital channels, creating a sense of community and encouraging dialogues.

To achieve this objective:

- | Organise **virtual events, webinars, and Q&A sessions;**
- | **Post quiz stories** on ELSA's Instagram account;
- | Encourage members to **connect by creating brand-specific hashtags and challenges;**
- | **Get feedback** from members regarding previous/upcoming events.



Be alive

Such a fast-paced generation requires organizations to adapt to mobility and react quickly to specific events. Therefore, "**moving texts/images**" should be emphasized instead of "static texts/images". Because they add vitality and interactivity to the brand's identity.

ELSA should incorporate these characteristics into various aspects of its brand strategy.

To achieve this objective:

- | Usage of **animated text** to keep the members engaged;
- | **Dynamic animations** to enrich the brand's visual identity.



To feel belonged

Physical products can represent **tangible and memorable aspects** of the brand. To increase brand recognition with physical products, it is important to choose the right products, create a strategy that accurately targets the intended audience, and implement it carefully. In that sense, we suggest:

- | To create a series of clothes, hats, bracelets, brooches, socks, etc.
- | To create a series of electronic accessories such as phone cases, mouse pads, power banks, flash drives, etc.
- | To create a series of lifestyle objects such as water bottles, mugs, key chains, notepads, pencils, etc.

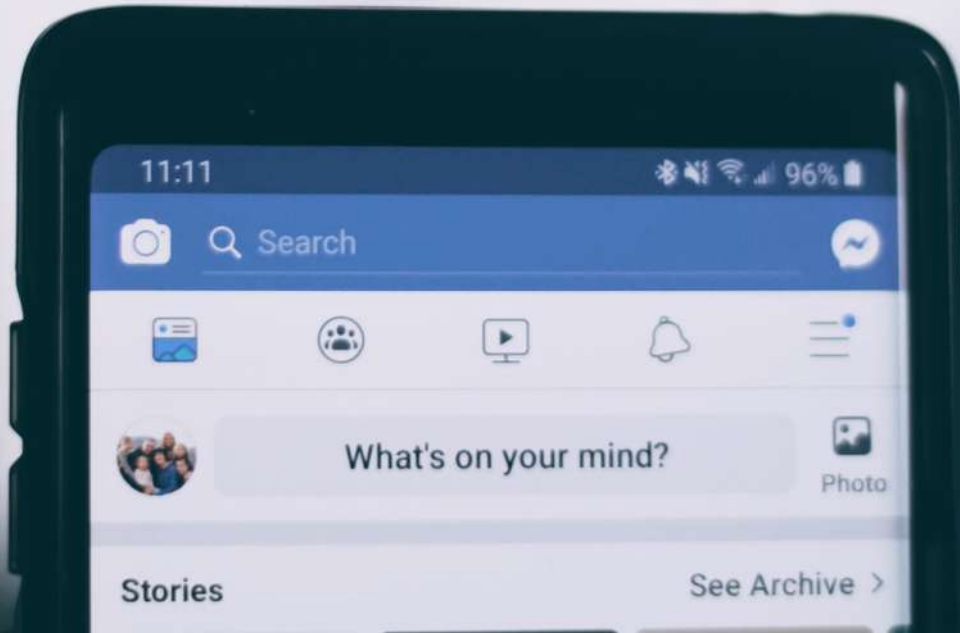


Powerful use of colour

In such an era where visualities are prioritized, the use of colours is a powerful tool to strengthen the identity of the ELSA brand and leave a lasting impression in the minds of the target audience.

To achieve this objective:

- | Publish **eye-catching photos** of both offline and online events organized.
- | Understand the **emotional and symbolic meanings that colours** evoke in people's minds and use these meanings towards the expectations of the target audience and the brand's messages.
- | Use specific colours in harmony for social media posts. Uniformity can be eliminated by **using supporting colours**.



Facebook I

Due to its popularity, Facebook enables organizations to reach more members and alumni. Reaching a wider audience also provides access to more life stories and experiences.

Authentic storytelling is the perfect communication strategy for this. Because it involves **sharing real, relatable, and emotionally impactful stories** that showcase **the human side of ELSA**.

To achieve this objective:

- | Highlighting the **diversity of ELSA's members**;
- | **Sharing career journeys** of members and alumni for inspiration;
- | Pointing out how the **ELSA experience** guided them through their academic and professional life.



Facebook II

User comments on published posts increase engagement. To encourage users to comment, we recommend the following points:

- | Structuring posts with simple questions **encouraging users to leave comments on the post;**
- | Asking for **personal preferences** regarding future events.

This strategy can be supported by using **slightly humorous language** or **relevant GIFs** to create a friendly atmosphere.



Instagram I

“What do ELSA members and partners want?” - The answer is **“to make them feel important”**

To achieve this objective:

- | Attract new members by showing what becoming a member provides by letting existing members share their ELSA stories through Instagram;
- | **A mix of professional-looking content and real voices** from members will show both parties the perks of supporting ELSA.



Instagram II

Reels attract the attention of the target audience with short and eye-catching videos. This strengthens ELSA's public relations strategy. Engagement can be increased by focusing on producing **creative** and **eye-catching content**.

To achieve this objective:

- | Stories allow us to **transparently** show what goes on behind the scenes.
- | **Promotional Reels**, to show off ELSA's routine events.
- | Reels need **to be short, to the point**, and use **trending sounds**.
- | **Sharing Regularly** is important to keep followers' attention. Posting videos on a schedule helps the audience build a habit.



LinkedIn I

Due to the algorithm, posts liked by users end up on the homepage of many people with important positions in professional life. For this reason, we recommend the following:

- | Provide **high-quality content** that matches the interests of ELSA members;
- | Share articles or insights on topics related to **legal education, international law, and legal trends**;
- | Posting clear, memorable, and visual **infographics**;
- | Sharing short videos of **2 or 3 minutes with subtitles**.



LinkedIn II

Beyond being a platform where professionals meet, LinkedIn offers a rich discussion environment by bringing together people with different views. In this way, organizations can post about negotiable topics to put parties with different opinions together under a post, which enhances engagement among followers. To this end, engagement can be increased by using the following strategies.

To achieve this objective:

- | Pose **debatable questions** in posts;
- | **Reply to comments** to make the members feel included.

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