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# **PUBLIC RELATIONS STRATEGY**

**April 2024**

***elsa***

The European Law Students' Association

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# Unlock Your Potential

To excite students by informing them about the various opportunities offered by ELSA and emphasizing that these opportunities are accessible to all members. *To achieve this objective:*

| **Identify** university law students as your target audience.

| Choose a suitable venue and set a date for the event that **does not conflict with academic commitments**.

| Use social media, email, posters and collaboration with student clubs for promotion, **emphasizing communication channels** on and around campus and the opportunities offered by ELSA.

| **Invite alumni and members** to share their experiences and organize a Q&A session.

| Encourage students to register based on their interests by giving **participants packs** with detailed information about each opportunity, including application processes, deadlines and contact information for further questions.

This allows them to be followed for future opportunities and increase social media engagement.



# Visibility and Engagement Campaign at University

To maximize ELSA's visibility on campus, making the organization approachable and memorable to students, especially during key moments such as **orientation week and after lectures**. *Therefore we suggest:*

| **Coordinate with professors** to organize a brief presentation of our mission and future projects.

| **Design quality promotional items** with the ELSA logo and contact details to attract students.

| During orientation week, **set up interactive booths** to provide new students with information about ELSA and the opportunity to register for membership.

| **Distribute QR code stickers** that students will want to attach to their personal belongings and direct them to ELSA's web and social media platforms.

| **Keep social media pages dynamic** with regular updates, event recaps and member highlights; increase engagement with polls, stories and Q&A sessions.



## Accessible Board

| Board members **to be active and accessible** on the university campus. **Wear ELSA badges or clothing** so that they can be easily recognized.

| Organizing "**office hours**" where Board members communicate directly with those who would like more information.

| Participate in a wide range of campus events and activities, building broader relationships with the student body, not just ELSA.

| Preparing persuasive presentations highlighting ELSA's values and how students can benefit.

| **Encourage members** to share their personal ELSA experiences and achievements.



## Use Trends to Update the Strategy

Identifying and driving social media trends is influenced by thousands of different factors, including the dynamics of other social media platforms, new features offered by platforms, the evolution of student behaviour and general societal changes. *Our suggestion:*

| Continuously **monitor and adapt** to these trends.

| Maintain the **freshness and dynamism** of the content offered.

| Demonstrate to the target audience an openness to innovation and a willingness **to try new things out of the box.**

A concrete example of a current trend is monthly *photo dumps via Instagram stories*, which have been particularly successful in capturing users' attention and increasing engagement.



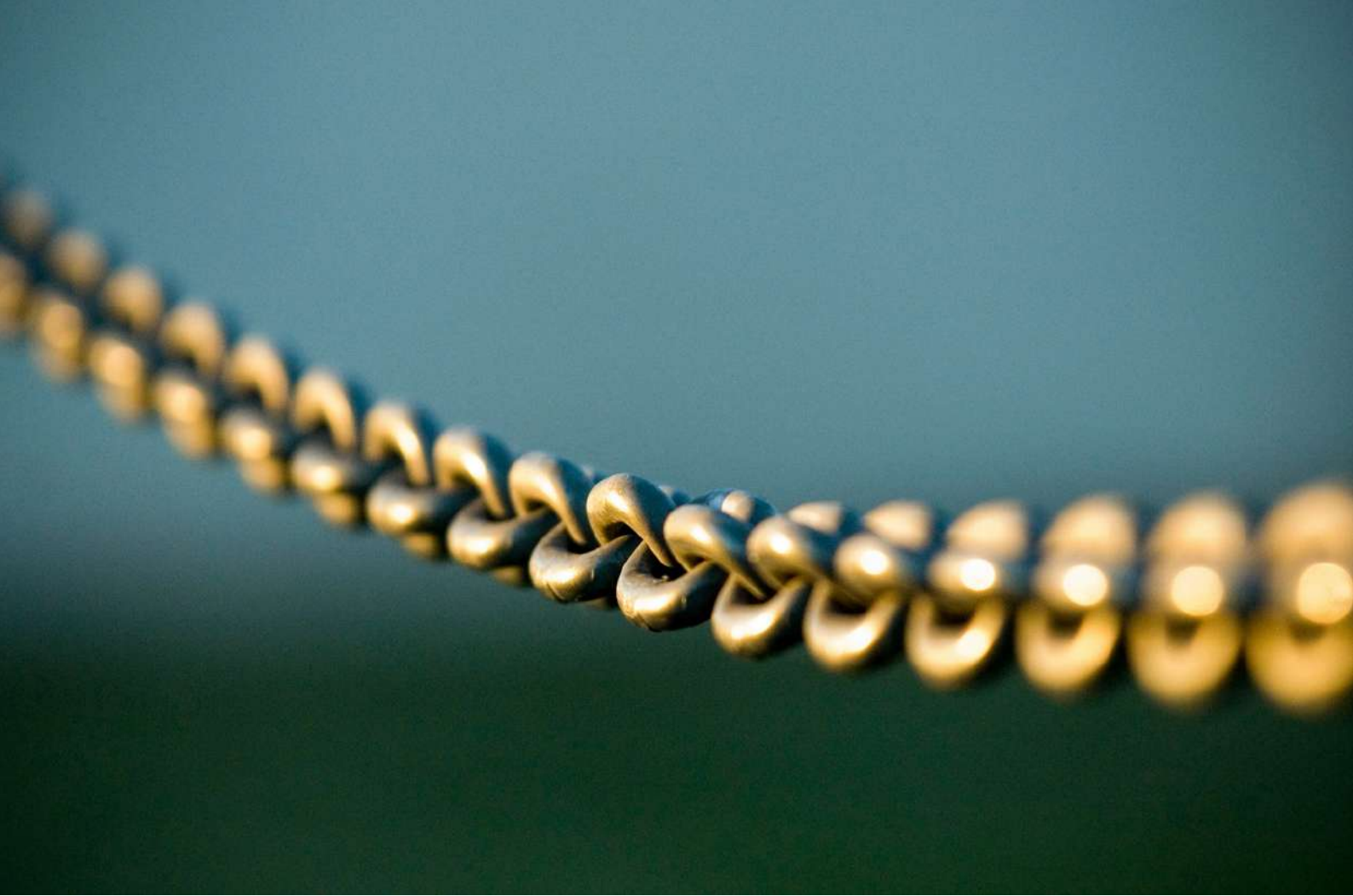
# Instagram - Broadcast Channels

Achieving engagement on Instagram requires more than just aesthetic visuals. The platform's algorithm actively prioritizes genuine community interaction and engagement, making it imperative for brands to connect deeply with their audiences.

Last year, Instagram introduced the broadcast channels feature, which allows creators to engage more dynamically with their followers. This new feature is called "**Broadcast Channels**".

| The feature allows creators to send **multiple messages** to their followers. Content creators can **send messages, images as well as polls through Broadcast Channels**.

With this feature, ELSA has the opportunity to share the latest updates with its followers in a more personal and interactive environment. Thus, ELSA can inform its target audience about events and other important opportunities.



# Instagram - Increase Traffic by Using Multiple Links in Bio

Instagram has changed its old rule that allowed users to add only a single website link to their profile. Instagram has provided a more direct solution to this need by offering the flexibility to **add up to five external links to profile bios**. *The advantages of implementing this new feature are as follows:*

| Brands and content creators can direct their followers **to** specific landing pages, campaign pages, or event information.

| Making it more accessible for followers to find the content they seek, **providing faster access to information** in fewer steps.

This can be especially critical for **time-sensitive promotions or event announcements**. These links can still include a link redirection service for users with multiple destinations so that visitors can easily navigate the various content and select the one that matches their interests.

# Welcome to LinkedIn

## LinkedIn - Comprehensive Strategies

It is observed that the content produced by ELSA is shared less on LinkedIn compared to other social media platforms. *Our recommendations to overcome this situation and increase visibility on LinkedIn are as follows:*

| **Republishing content more regularly** on this platform. This approach will increase the engagement rates and reach of the content on LinkedIn, thus strengthening brand awareness.

| Implementation of this strategy can be ensured through the effective use of the **reporting mechanism**.

| **The use of relevant and effective hashtags** is an important strategy to maximize the reach and visibility of ELSA brand posts on LinkedIn.

| **The use of strategic hashtags** selected for the target audience will increase the likelihood of posts being discovered by relevant audiences and thus contribute to increasing the number of followers and interactions on the platform.

This is a strategy that will enable the brand to reach its target audience more effectively and increase brand awareness.





# Facebook - Innovative Interactions

Facebook can strengthen its legal thought leadership and connectivity with the community by developing an innovative communication and engagement strategy for the legal sector. *Our suggestions for this strategy:*

| Continuously follow current legal developments and trends and **prepare enlightening and thought-provoking content** on these issues.

This would create a structured dialogue on the most topical and controversial issues in the legal community.

| Inviting well-known lawyers, academics and industry professionals as guest authors. This increases the authority of the blog by adding diversity and depth.

| Developing a **rigorous editorial process** to ensure the quality and credibility of published content.

| **Regularly sharing** the published content on Facebook and other social media channels to ensure access to a wide audience.



# Facebook - The Legal Challenges

The creation of a platform with interactive contests and games motivates members and potential members to use Facebook more actively. *Our suggestions for increasing the efficient use of this social media channel are as follows:*

| **Designing innovative and engaging competitions** to make learning legal concepts and concepts fun.

| Providing activities of varying levels of difficulty and covering a variety of legal areas, ensuring that a wide range of knowledge levels are addressed.

| Providing **forums and discussion panels** where participants can share their experiences, learnings and feedback.

| Continuously **improving and updating competitions** and events by receiving regular user feedback.



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