**ACTION PLAN FROM THE PR THINK TANK HELD ON THE 12TH MARCH 2012**

### Quick wins: things that can be done in the next six months

- Introduction of the Strap-line: ‘**Excellence with a Purpose**’ on key Corporate documents and website *(PR/MCD)*
- Communicate what it means to our staff and how will it be used by individual academic units as part of University style guide *(PR/MCD)*
- Use the ‘**Excellence in...**’ phrase to support Corporate Positioning *(PR)*
- PR Team to focus on the following key themes:
  - Research with Impact
  - Student Employability and enterprise support
  - Widening Participation – including financial support
  - Student experience - estate investment, volunteering, sporting success
  - International links
  - Business links and contribution to the economy *(PR)*
- Corporate video to be edited to improve production quality and a version with no music to be produced *(PR/MCD)*
- Social media – address ‘quick wins’ from audit report: acquire @newcastleuni Twitter account, acquire Facebook ‘check-in’ for Newcastle and deal with erroneous Facebook sites *(PR)*
- Develop a PR strategy and associated Action Plan *(PR)*
- Create a PR SIG to help inform the PR Strategy *(PR)*

### Things that can be done in the next 12 months

- As a contribution to NCL+ introduce an option to develop a video-making module for first years. Pilot project in October *(Academic project led by Culture Lab)*
- Develop an ‘ideas guide’ to help academics provide student-generated content for Corporate and Student Recruitment uses. Look at providing video equipment to Student Ambassadors/Field Trips/Exhibitions/Dissertations to support student-generated content. *(PR)*
- Develop the corporate video to include case studies that bring the civic university ‘to life’ *(PR)*
- Run a competition for students to come up with a video. Similar to to the Appathon and funded through the VC’s Discretionary Fund *(Students’ Union)*
- Social media – address medium-term recommendations from audit report including: restructuring the way content is signposted and develop a plan for use of social media in student recruitment *(PR)*
- Assign a ‘central’ person to take control of Social Media to agree guidelines and coherence of message *(PR)*

### Longer term

- Social media – address longer-term recommendations from the audit report including: developing a plan to embed social media into the communications activities around the societal challenge themes *(PR)*
- Develop a more creative and ‘bold’ approach to all aspects of on-line communications for student recruitment and corporate positioning *(PR/MCD)*
- Consider the ‘look and feel’ of the website as part of the Website audit *(PR/MCD)*

Ms Abi Kelly
28 March 2012