

Martin Luther King Jr. Cultural Center Marketing Plan

Goals and Core Values of The MLK Center

- **Cultural/Educational Programming** Sponsor programs and activities which provide educational experiences designed to prepare students for global citizenry in a technologically advanced, global economy.
- **Student Support & Development** Offer opportunities for student leadership development; provide resource & administrative support, advising to student organizations and employment to student workers.
- **Community Outreach, Engagement & Collaboration** Seek programmatic linkages and engagement with a wide range of civic and community-based agencies and organizations [i.e. schools, churches, youth organizations, etc.]

Core Values

Using tools such as interviews and opinion surveys, these teams developed the MLKCC's Core Values, which guide all of its internal decision-making processes:

- **Inclusive Leadership:** Strive to create opportunities for learning for the entire campus community.
- **Student Success:** Strive to become an essential element to success for the students that are underserved in the population.
- **Advocacy:** Serve as an advocate for an inclusive campus and environment, and for all students to realize that they are a valued part of the UK community.
- **Collaboration:** Work with high regard of collaborating and partnering with a variety of entities.
- **Outreach:** Exemplify the ideal and philosophy of Dr. King by connecting students across social and cultural boundaries and the campus to the Lexington community, and reaching across the state of Kentucky to further efforts of inclusivity.

Social Media Outlets

Twitter: @UK_MLKCenter

- Followers: 741 Following: 1,339
200+ increase from 2014-2015 school year

Instagram: @UK_MLKCenter

- Followers: 361 Followings: 373
50+ increase from 2014-2015 school year

Facebook: UK Martin Luther King Center

- Likes: 233
60+ increase from 2014-2015 school year

Events

Food for Thought

- Social Media:
 - Twitter: Tweet the day of the event before 12pm and at 12pm
 - Example: Every Wednesday at 12pm, Lunch is on us! Come join us in the King Center for FREE Food.

Lunch and Learn

- Social Media:
 - Twitter: Tweet the Day of the Event before 12 pm and at 12pm. After event is over, thanking faculty member for coming to speak and a picture of the event included if possible.
 - Example: Lunch and Learn today at 12pm with Dr. Carlos De la Torre discussing Racism in the U.S and Latin America|| Free Food.

Soup and Substance

- Social Media:
 - Twitter: Tweeting about the event at least one week in advance, and multiple tweets the week of the event.
 - One tweets everyday up until the day of the event
 - Day of Event: Four posts—Morning, 12pm, 3pm, 5:30pm(Time of Event)
 - Instagram: Flyer should be done a week in advance, so that promotion may be begin
 - Flyer and Description of event
 - Tagging panel or other organizations if applicable
 - One post everyday of the week up until the event
 - Day of Event: Four posts—Morning, 12pm, 3pm, 5:30pm(Time of Events)
 - Facebook: Flyer and description of topic
 - One post at the beginning of the week.
 - One post the day before the event
 - Two posts the day of the event- 12pm and 30 minutes before the event

Majestic Unity

- Social Media:
 - Make general Flyer for every meeting or flyer for each meeting—need more information than just calendar flyer
 - Twitter: Posting calendar of events at the beginning of the semester and mid semester
 - One post the day before the event
 - Two posts the day of the event- 12pm and 30 minutes before the event
 - Instagram: Posting calendar of events at the beginning of the semester and mid semester
 - One post the day before the event
 - Two posts the day of the event- 12pm and 30 minutes before the event

- Facebook: Posting calendar of events at the beginning of the semester and mid semester

Black and Latino Male Initiative

- Social Media:
 - Flyer needs to be updated!
 - Make general Flyer for every meeting or flyer for each meeting
 - Create a calendar flyer similar to Majestic Unity.
 - Twitter: Posting calendar of events at the beginning of the semester and mid semester
 - Post once a day a week before the event
 - Two post the day before the event
 - Three posts the day of the event- 9 am, 12pm and 30 minutes before the event
 - Instagram: Posting calendar of events at the beginning of the semester and mid semester
 - One post the day before the event
 - Two posts the day of the event- 12pm and 30 minutes before the event

#TheConvo Series

Social Media:

- Twitter:
 - Post once a day 1 ½ weeks before the event
 - Two posts the day before the event
 - Three posts the day of the event
- Instagram:
 - Post once a day 1 week before the event
 - One post the day before the event
 - Three posts the day of the event- 9 am, 12pm and 30 minutes before the event

Facebook for all Events

- Create event two weeks prior to the event
- Invite all people that like the MLK page
- All interns invite their friends
- Add videos of speakers, flyer, more details on the event page
- Sponsored Posts
 - Boosts posts for a low amount that will allow the facebook post to be boosted on people's page that live in the Lexington Community
 - Example: Spent \$3 and reached 485 people for the "Colored Water" soup and substance

485 People Reached		
19 Reactions, Comments & Shares		
13 Like	9 On Post	4 On Shares
1 Sad	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
5 Shares	3 On Post	2 On Shares
16 Post Clicks		
6 Photo Views	0 Link Clicks	10 Other Clicks <small>i</small>
NEGATIVE FEEDBACK		
1 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Proposal for Market Research

- A way to find out exactly what students want from the MLK center is needed. A general survey should be given each semester via the listerv and given at certain events to find out what students wish to get from the center. One of the purposes of the King Center is to help with the retention of POC and it is important to know the needs of those students, so that the King Center will be able to better cater to the students needs. The survey should include ratings of the programs and events that are already apart of the King Center and how likely they are to attend new program ideas. Survey should be used when deciding which speakers to bring for #TheConvoSeries.
- Twitter poll option also can be used to pick speakers.
 - Up to four choices can be added
 - Can run polls for a week

Tabling

- Once a week
 - Every Wednesday- Time:11am-2pm
 - Promote Food for Thought/Lunch and Learn for that Day, MLK Center as whole
 - Location: Preferably Bowman's sidewalk--weather permitting or/ WhiteHall Classbuilding, The 90

- Twice a week for week where we have an event on that Thursday(Soup and Substance or Major Event)

Social Media

- Make Sure that all flyers include the branding bar at the bottom of poster(Can be found in the MLKC Flyer folder on Google Drive.
- MLK in a Glance- social media campaign where all the events hosted by the King Center or events by other organizations that they want to promote that week will be promoted in video form or collage form in the beginning of that week.
- Example: Week of Nov. 4th
 - Instagram post includes description of all four events.
 - Twitter post includes collage/video plus small tweet
- Check out these Events this week #UKMLKThisWeek or #MLKinAGlance starting with our Faculty/Student Mixer on 11/3 @ 5:45pm.

Postering/Chalking

- Same concept of MLK in a Glance but have a flyer template that has the hashtag as the forefront, but the events change weekly to hang around campus.
 - Weakness of this is keeping the flyer in buildings updated, which is why flyer must be very generic and only the events are changed weekly.
- All Flyers should be posted around campus: 1 week before event
 - Locations: WhiteHall, ChemPhys, Journalism Building, the 90, WillyT Library, Lucille Little Library,
 - Make sure to hang posters on corex boards in classrooms
- Chalking on Whiteboards/Blackboards in WhiteHall and ChemPhys Building: Day Before Event
 - Only write important informations: Time, Date, Location, Name of Event, always add @UK_MLKCenter ←--students can go to social media to get more information
- E-Poster form
 - Will show on TV's in all residence Halls
 - Need flyer in .jpeg form
 - <https://goo.gl/WOhUj3>

Community Promotion

- Contact community partners a week before event to ask to hang poster in business.
 - Listed in Guide
- Also, contact them a week before to invite them to the event
 - Send formal email or call