

## Campaign Week:

# Sample Engagement Plan

	Social Media	Print	Digital Marketing	Events in person
<b>DAY 1</b>	Intro slides: What is estrangement and who are estranged students?  Insta Story	Posters up around SU and campus: public spaces, and toilets	Insta Story: what is estrangement?	IF SAFE: drop-ins for estranged students (advisors on hand) and people who want to learn more
<b>DAY 2</b>	First-person case study / profile (anon if needed) of a current estranged student: on Instagram / share on Twitter		Virtual drop-in sessions for estranged students, led by SU Advisors & Uni Health & Wellbeing  Virtual coffee drop-in for anyone wanting to learn more	
<b>DAY 3</b>	Allyship Part I Instagram post (slides)		Web event: panel, profiles, or casual discussion of what it's like being an estranged student	
<b>DAY 4</b>	Allyship Part II Instagram post (slides)  Insta Story		Insta story: How to be an ally? Talk through Allyship slides	
<b>DAY 5</b>	Call to Action: Petition Uni/College to sign Pledge / students share their own action plans  Clubs: share what you are doing over winter break		Virtual drop-in sessions for estranged students, led by SU Advisors & Uni Health & Wellbeing  Virtual coffee drop-in for anyone wanting to learn more	
<b>DAY 6</b>	Share more stories / encourage allies to share actions and plans in their Insta stories  More club features		Virtual community event: e.g. do a film night which shows an example of what students can do in their own clubs over Xmas  Reinforce Call to Action	
<b>DAY 7</b>	Wrap up: Reminder to look back at what we learned this week + carry on actions		Wrap up (social): encourage students to host digital events over the winter break	