

CUNY SCHOOL OF LAW

COMMUNICATIONS PLATFORMS GUIDE



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WEBSITE

Use case: Central information hub and primary digital presence

Strategy

- Showcase the school's commitment to public interest law
- Highlight faculty expertise and student success stories
- Provide clear information on admissions, programs, and career outcomes
- Optimize for search engines and mobile devices
- Include a content-rich blog focusing on public interest law topics

Key Messaging

- Unparalleled access to a transformative public interest legal education
- Equipping graduates with skills to drive systemic change
- A boundary-breaking approach to legal education
- Deep connections to diverse communities of NYC

EMAIL MARKETING

Use case: Nurture prospective students, engage alumni, connect with donors & supporters, inform internal community

Strategy

- Segment audiences (prospective students, current students, alumni)
- Share news & stories that drive website traffic
- Highlight public interest law opportunities and success stories
- Share event invitations

Key Messaging

- Opportunities to contribute to expanding access to legal education
- The chance to be part of or support groundbreaking work that drives systemic change
- Unique perspectives and experiences are valued and amplified
- Applying passion and skills to real-world challenges

ANNOUNCEMENT PORTAL

Use case: Centralized hub for internal communications

Strategy

- Develop a user-friendly web space for sharing administrative updates, resources, and opportunities
- Implement a categorization system (e.g., administrative, academic, career services, student affairs, IT, HR) with a dashboard with latest announcements
- Gradually phase out email for non-critical communications
- Regularly gather user feedback for continuous improvement

Key Messaging

- Opportunities to apply passion and skills to real-world challenges
- Cross-disciplinary collaboration on pressing issues
- Tools to be leaders in shaping a more just and equitable future

LINKEDIN

Use case: Professional networking and thought leadership

Strategy

- Share faculty and staff thought leadership, research, and expert commentary on public interest law issues
- Highlight alumni career achievements in public interest fields
- Post about job opportunities and internships in public interest law
- Engage with legal organizations and public interest groups

Key Messaging

- Faculty engaged in cutting-edge advocacy and scholarship
- Career driven by purpose
- Network of passionate advocates working together for justice

INSTAGRAM

Use case: Visual storytelling and student life showcase

Strategy

- Share behind-the-scenes looks at clinics and student organizations
- Feature student and alumni stories in public interest law
- Use Instagram Stories for event coverage and day-in-the-life content
- Leverage sharing and engagement relevant to public interest law and legal education

Key Messaging

- Vibrant, supportive community united by shared values
- Immersive experiences forging deep connections with communities
- Student-led initiatives fostering belonging and inclusion

X/TWITTER

Use case: Real-time engagement and news sharing

Strategy

- Breaking news releases and announcement
- Live-tweet events and guest lectures
- Share quick updates on public interest law developments
- Engage with legal professionals and organizations

Key Messaging

- Top program for racial justice nationally
- Boundary-breaking approach to legal education
- Opportunities to contribute to expanding access to legal education and support

YOUTUBE

Use case: Video content hub

Strategy

- Create informative videos about public interest law careers
- Share thought leadership through recordings of guest lectures and panel discussions
- Produce student and alumni testimonials

Key Messaging

- Transformative public interest legal education
- Skills and mindset to innovate and drive systemic change
- Deep appreciation for how law impacts real people and communities

PODCAST

Use case: In-depth discussions and thought leadership

Strategy

- Interview faculty, alumni, and experts in public interest law
- Discuss current issues and trends in public interest law
- Share student experiences and success stories
- Provide advice for aspiring public interest lawyers

Key Messaging

- Clinics and classrooms connected to community members and partners
- Understanding of law extending beyond books and cases
- Chance to be part of groundbreaking work

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