

Smackoba Publicity Strategy 2020/2022

The Working Document

A. Preamble: -

The Publicity Team has come up with this document to help the Association in a number of ways:

- To help broaden the Smackoba family, which is the major consumer and owner of the services provided; its meant to widen the scope of networking opportunities among members.
- To work as a guide to the whole process of reaching out to members, communicating and general publicity of all processes Smackoba.
- To link up all the Old Boys, those living and working across borders, plus the ones at home; the whole Alumni.
- To increase the visibility of the Association, being viewed, read about and as much information shared, all meant for better coverage.
- To authenticate and provide meaningful communication among all Smackoba members, families and well-wishers.

B. The Communication Tools, Channels & Methods.

1. The Smackoba website;

- This domain should act as the first source of content and information about the Association and the College. Content should be as informative as possible, providing all sorts of positive aspects about the College and benefits of being a Smackoba members.
- Usually appeals to the Old Boys in the Diaspora or the relatively Older members, usually corporate or retired.
- Both present and intending Parents of the School are usually interested in the Website.

Those intending to take their Sons to Kisubi normally want to pick up as much positive vibe as possible, their Sons too. The website should act as a one-stop centre for this information.

The Diaspora Old Boys want to find out how to register as Smackoba members, how to remit subscriptions and dues to the Association, how to contribute and be part of positive causes, Projects & initiatives.

There's a feel good factor in knowing what's going on at the College, strides taken forward and generally being part of it.

- The website therefore should have the information that appeals to different minds and tickle members' the way each prefer. The fields are many and diverse, including but not limited to Academia, Sports, Charity, Career guidance, History, Philanthropy and development Projects.

- The website should be done simply with attractive colours and graphics, pictures, photos, logos, videos (where possible), Social media Accounts, the Smackoba twitter handle plus the Facebook page. Names & Contact information of the current Executive should also be listed.
- The Administrator of the Website should post as much positive news and developments about the College and Alumni as possible. Where possible personalized messages about Old Boys achievements e.g. Job promotions, Academics, Personal achievements and the like should be posted as a way of inspiring.
Current students and members of staff could also be commended on these platforms.
- It is a requirement that the Web administrator is Tech-savvy and preferably an Old Boy.

2. Twitter handle and Facebook page

- These two appeal more to the younger and middle-aged Old Boys and disseminate information much faster. The administrator/s of these digital tools should ideally be members of the Publicity Team, drawing up schedules of what should be posted weekly and monthly. There's so much stuff to be posted right from history of the Alma mater to present day; all informative stuff that should keep members engaged and interested.
- Slowly but surely a trend will be nurtured where members seek out these snippets of information.
- A schedule of topics, events and occurrences should be drawn up by Publicity with the help of Execom members.

Note:-

The current IPP should help in locating the present /past administrators of the Smackoba Website, Twitter handle and Facebook page so that Publicity Team can pick up from there.

3. Monthly Communication by the Smackoba President on behalf of Execom.

- It should become the norm that the standing President issues a 1-pager or two on matters Smackoba as a way of keeping members both informed and engaged with the Association on a monthly basis.
This would then be released to the different communication channels e.g. Twitter and Facebook.
- Should be done in the spirit of accountability to the Alumni and Well-wishers, maintaining members' interest and bringing others on board. Being a Smackoba member should be a lifelong project.

4. Old Boys working in the Media.

- There should be an effort to seek out and bring on board all Old Boys working in the Media, for Television stations, Radios, Newspapers and Online Publications.

With these members working closely with the Publicity Team it's a lot easier to send out information, post adverts and all relevant Smackoba news.

Note:-

There should be a budget for facilitating these Journalist Old Boys, that is how the field operates especially for the younger, less established ones. The Seniors don't usually need this form of incentive to work.

5. The Eagle E-magazines

The Publicity Team proposes that this edition becomes a quarterly production, with different Old Boys and Guest writers contributing articles for publication. This magazine should be a source of current information, a collection of Leisure articles, history and as an advertising Avenue for Old Boys business, Companies and Work places.

We propose that the revenue generated from the Adverts in these E-magazines is shared as follows: -

- 10% to the member attracting the Advert.
- 40% to the Publicity Team for running costs.
- 50% to the Smackoba Association Account.

6. Year Captains' Cohort / Platform

A whatsapp forum should be established having all the different year admins and the Smackoba Publicity Team to ease the spreading of information, news and all. This forum will help speed up all communication Smackoba bringing the different year groups together, working in tandem.

It's our belief that the buzz created here among the different groups will be very positive and help attract especially the younger, more reluctant Old Boys (Millennials).

7. The Smackoba Notice board at the College.

This one should be set up at a place within the College where information about the Association can be displayed. Should be accessible to all, preferably in a glass frame and lit at night.

Needed information including contacts and phone numbers of Execom members plus Association Administrator should be availed on the notice board.

- A Smackoba Desk OR Office should then be the next target set and achievable in the short run.

8. Smackoba Presence on PTA Board Governors, Staff and all relevant Bodies.

Major steps have been taken in this direction with the composition of the current PTA, where we have about five members occupying Senior positions.

In the same spirit Smackoba should continue to place its members where it should have positive effect and results, including among Staff and at the Board level.

- This helps in preserving the culture and norms of the College.
- Looking out for the best interests of both the Alumni and the College as major interest groups.

9. Merchandising for Smackoba.

Publicity is engaging a Company in the names of BrandHouse Ltd, with lots of knowhow in the field of branding and publishing, so we could work together in procuring, labeling & selling Smackoba items. We will come up with a Memorandum with this Company which will then be forwarded for approval so that they can produce good, relatively high-end Smackoba Souvenirs, Memorabilia and all other items for Sale.

The profits generated will be shared between Smackoba and BrandHouse as agreed in the M.o.U between the two (2) parties.

Samples of the items to be sold will be provided in Soft copy or where possible physically for viewing.

10. The Association Data Base / Mailing List

There is need to establish from our Association Administrator **Miss Ahebwa Jennifer** what sort of sketch we have of the Data base; how many members so far and which relevant details are attached.

The eight (8) major details captured should include: -

- | | |
|------------------|------------------|
| - Name | - Profession |
| - Contact Number | - Work place |
| - Email | - Address |
| - Years at Smack | - House at Smack |

Note: - The version of registration form uploaded on the Website should set out which of the details above are compulsory to fill & make skippable those that more members prefer to remain private.

Ways in which to Bolster the Data Base.

i. Smackoba Register at the College

Should be placed in a convenient place or office where a member can fill out their details and contact. Admin can then pick the data periodically and update accordingly.

ii. College Students' records;

The school has records of all year Classes and groups. These can be availed to Smackoba and then we work backwards by locating year Captains /Admins for phone numbers of the individuals.

With the numbers available, the Association Admin should be facilitated with Voice bundles to call up members and capture the other necessary details.

iii. Develop a generic form;

On an A4 page divided into 4-parts, a form with 8 answer spaces as mentioned above can be developed and made available wherever there are sizeable numbers of Old Boys e.g. Smackoba Dinners, Galas, Meetings, AGMs plus other get-together events like TSL match days and events.

After these forms are filled, Admin can then update accordingly.

iv. Admin working with Year groups & Captains.

- Working in liaison with group Admin / Captains each at a particular time, Jenny could get all contact numbers for that group year then call individuals or meet up for the other details.
- Its's possible some groups could prefer to admit her on forum for a day or two to pick details needed.

11. Networking with Sister Association

In order to bridge existing gaps and work towards similar causes and objectives Mr. President should initiate the different processes of Association linkages so we get to interact more, while learning from each other. Back and forth invitations to Association events and functions help in breaking the ice, leading to sharing ideas and ways of work for the benefit of all.

12. Summary

This document spells out how we intend to use both Social Media and writing skills to reach out to our Core audience the Old Boys of St Mary's College Kisubi; we intend to communicate through these modules, keep the modus going, gaining publicity along the way with minimal cost.

The Intention is to create and maintain as much media awareness as possible about Smackoba the Association, it's Services & activities.

Note: - Document is still in Draft form, Members' corrections, additions & proposals are welcome to help fill the exiting gaps. Thank You All.

**Alex Munobe
0702 429 352
Smackoba Publicity Team**