

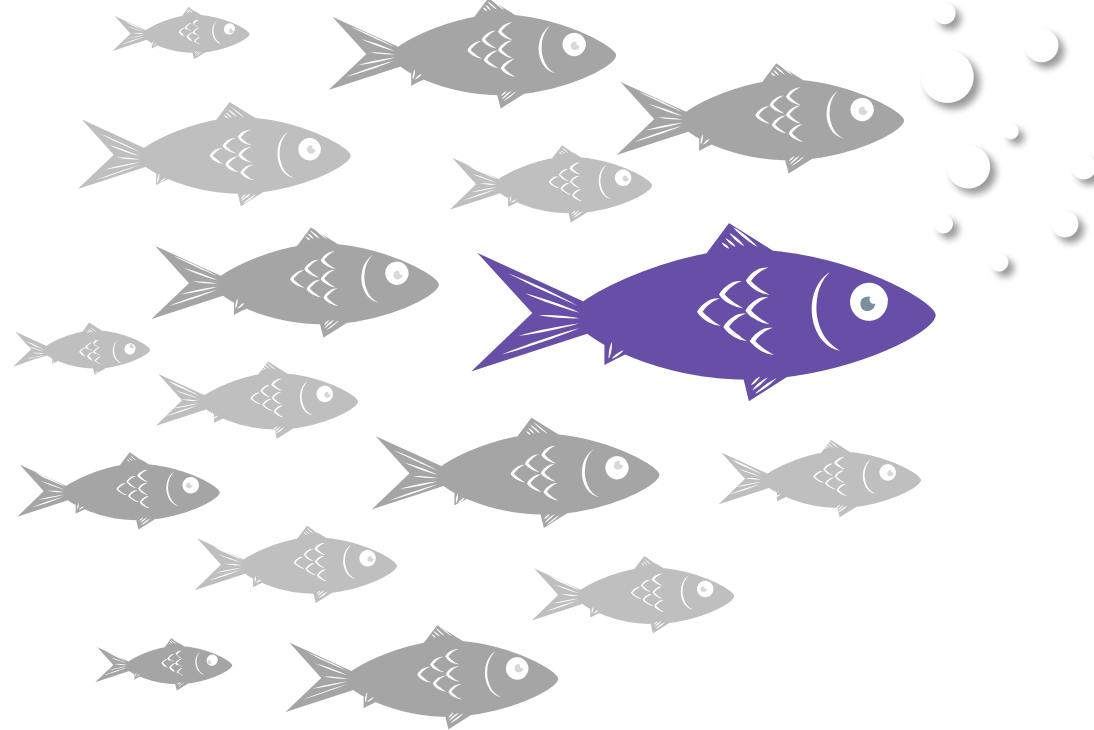


Creating a RIM Month Campaign

ARMA Terra Nova &
IMCanadaConnect

#MakingIMPossible





Standing Out!

Seth Godin:
The Purple Cow

Equally High
Priorities

Limit the amount
of IM Speak



Checklist



Performance

How are you doing currently; what are you measuring; what can you measure before and after; what does success look like



Target Audience

Who needs to hear your message; what channel reaches them; how are the group communicating



Risk Identification

What are your IM risks, what are your pain points; how does it align with partners; where can you make an impact



Brand Yourself

Are you recognizable; can people identify your content easily; do they know what to expect; do they like it



Tips and Ideas



Graphics

[Pixabay.com](https://pixabay.com)
[Canva.com](https://canva.com)
[Presentationgo.com](https://presentationgo.com)



Play on Words

Be Creative
Memes and visuals
over text



Platforms

Intranets
VivaEngage
In Person



Connect the Dots

Create a complete
package; email
account; website



Inspiration

Key dates, events;
Internationally
recognized days;



Worth Repeating

Don't reinvent the
wheel; it's okay to
repurpose

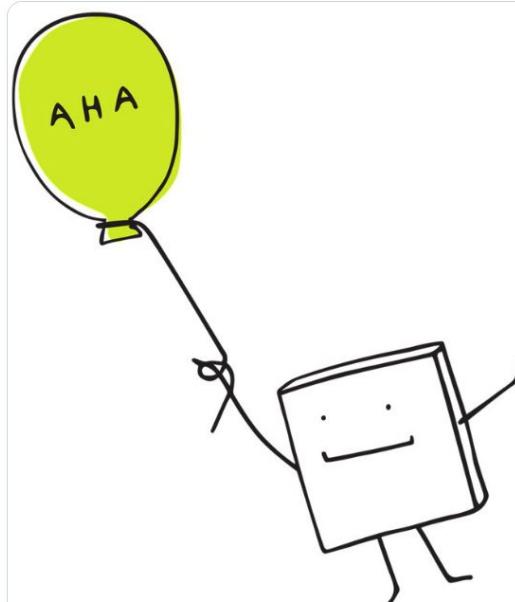


ARMATerraNovaNL
@ARMATerraNovaNL

Welcome to 2022 #RIMMonth! Follow this thread all month as we share insights with our fellow IM Professionals.

⚠ Posts in this thread may cause AHA moments and readers might get carried away.

#MakingIMPossible #FirstToCelebrate
#thisisathread



Example

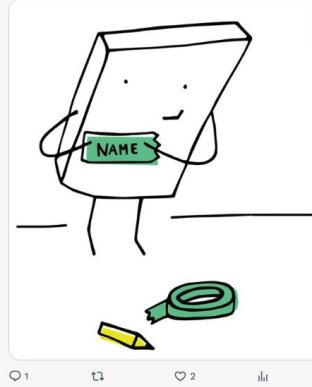
<https://twitter.com/ARMATerraNovaNL/status/1509719951183032358>



ARMATerraNovaNL @ARMATerraNovaNL · Apr 1, 2022

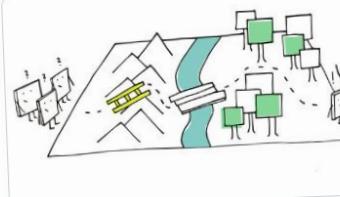
Make sure the people you are supporting know your name and of your team members. Speak at their team meetings and let them know how you can help. Create a space where #EverybodyKnowsYou

#MakingIMPossible #HowCanIHelp
#RIMMonth #Cheers



ARMATerraNovaNL @ARMATerraNovaNL · Apr 12, 2022

The IM Professionals need to align IM Programs with the organization's business strategy. A #RoadMap helps you communicate with stakeholders letting you share goals, requirements, steps, detours and milestones #MakingIMPossible #ARMA #RIMMonth



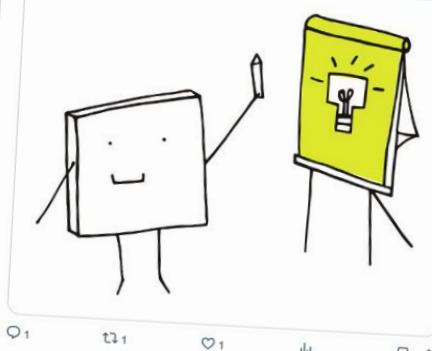
ARMATerraNovaNL @ARMATerraNovaNL · Apr 13, 2022

The phrase let them eat cake may sound like a great idea but did they need cake? Make sure before you deliver your cake their problem that you are agree on #WhatCakeMeans, #WhoHasTheProblem and #WhoNeedsCake. #MakingIMPossible #ARMA #RIMMonth



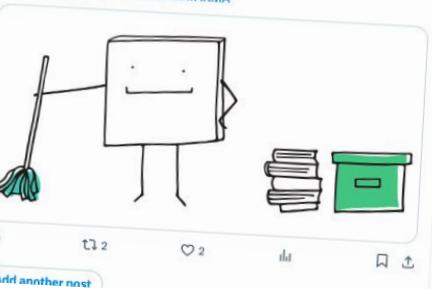
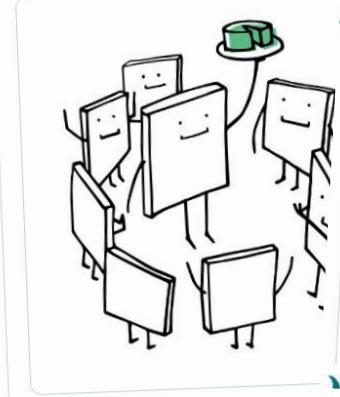
ARMATerraNovaNL @ARMATerraNovaNL · Apr 20, 2022

The best innovations start with #IdeaGeneration from all levels in your organization. As IM Professionals it is important to step outside your comfort zone and challenge yourself and others to be creative. #MakingIMPossible #RIMMonth #Serendity #ARMA



ARMATerraNovaNL @ARMATerraNovaNL · Apr 21, 2022

We know that IM tasks like placing information in the defined space and applying disposition falls in the "If I had time I would" category. Share info automate where possible. #MakingIMPossible #RIMMonth #ARMA





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Target 1



Target 2



Target 3



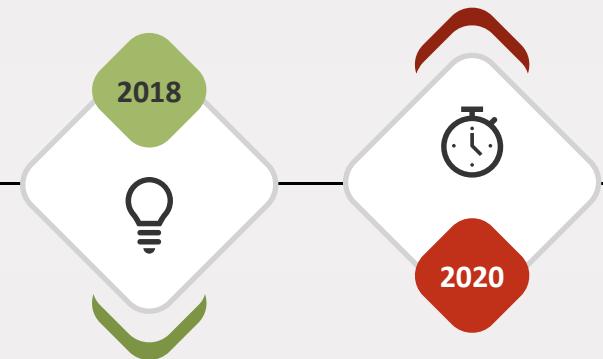
Target 4

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Infographic Timeline – Slide Template

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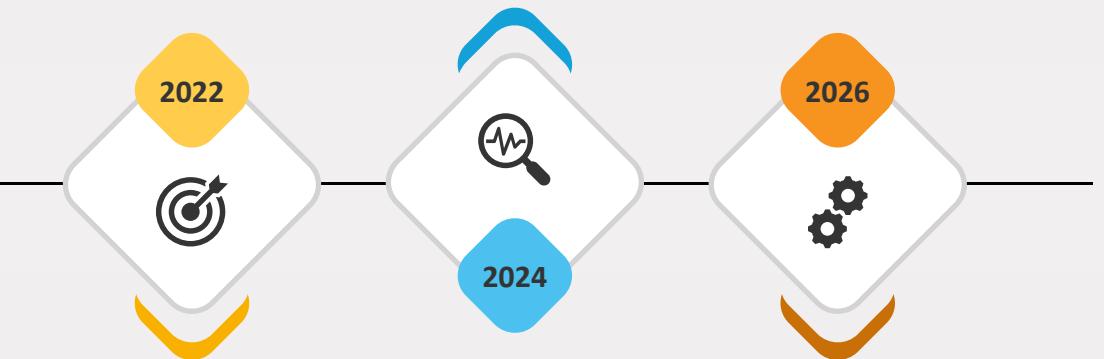


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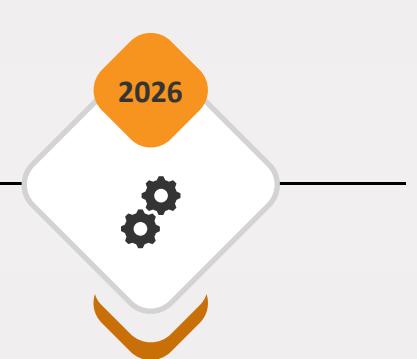
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Puzzle Cube Infographic – Slide Template



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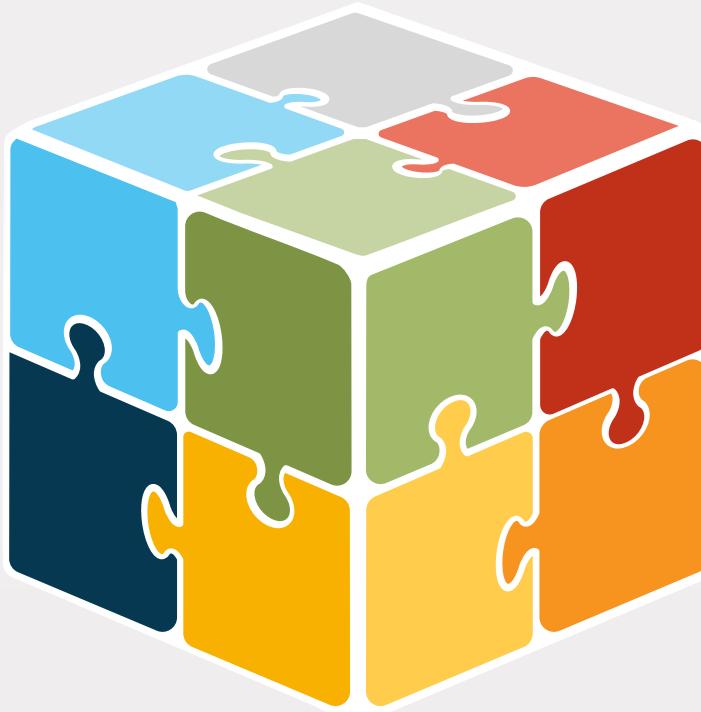
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Thank you!

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