

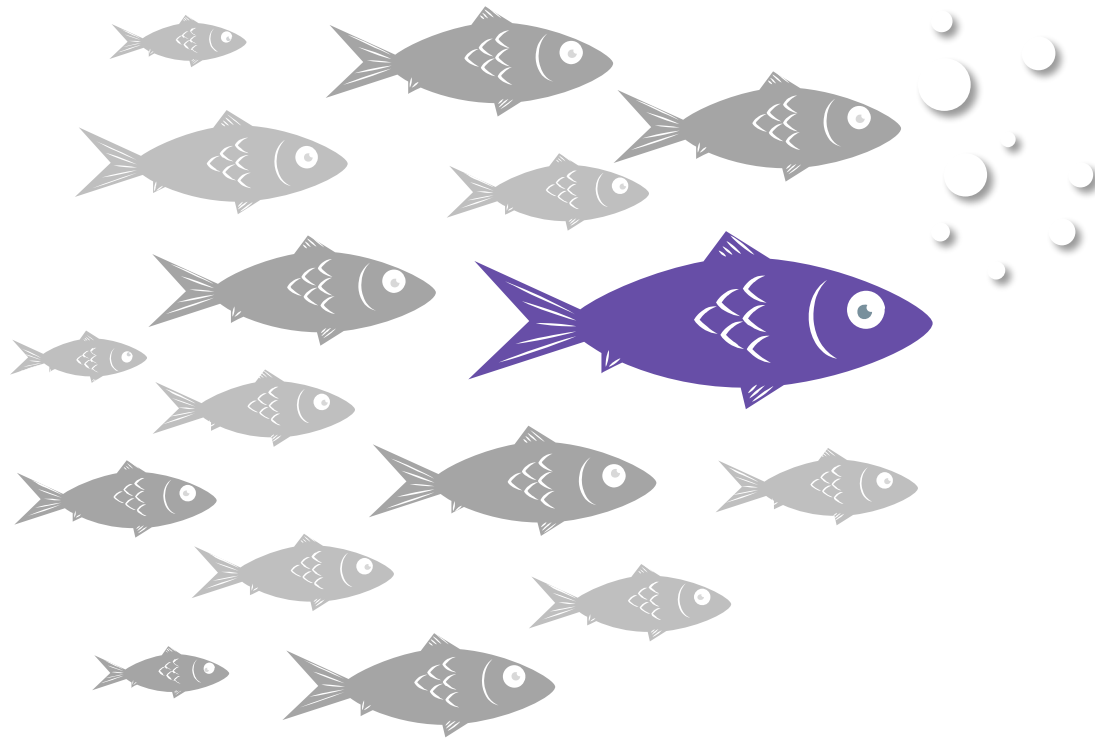


Creating a RIM Month Campaign

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
Canva.com
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;



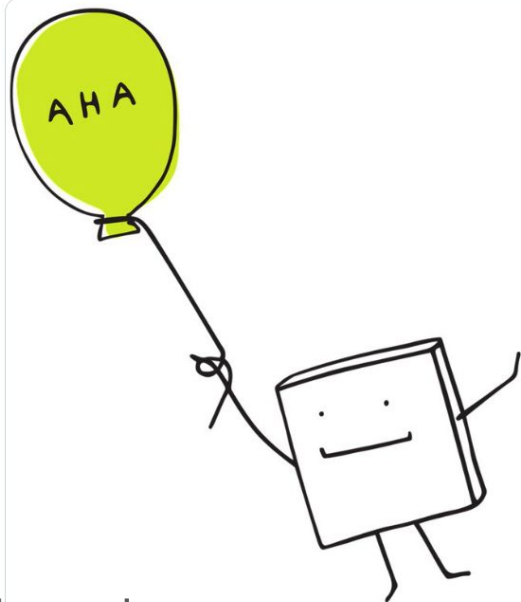
Worth Repeating

Don't reinvent the
wheel; its okay to
repurpose

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

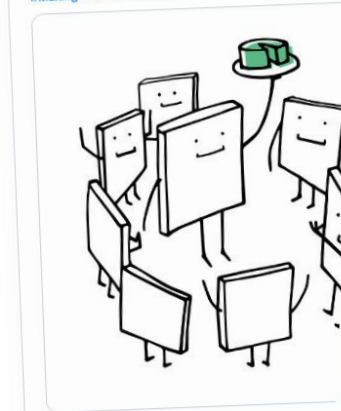
⚠️ Posts in this thread may cause AHA moments and readers might get carried away.

#MakingIMPossible **#FirstToCelebrate**
#thisisathread



Example

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





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Target 1



Target 2



Target 3



Target 4

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Infographic Timeline – Slide Template

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Puzzle Cube Infographic – Slide Template



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Thank you!

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