



MEPI

AUB MEPI-TL

Elevating Engagement: A Strategic Communications Blueprint

Driving Visibility and Community
Connection Through Integrated
Digital Leadership

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Executive Summary

The Challenge:

AUB MEPI faced fragmented digital communication, leading to inconsistent brand presence and untapped community engagement potential across its website and social media channels.

Our Solution:

A comprehensive, audience-centric communications strategy designed to unify digital identity, optimize content delivery, and foster deeper connections with students, faculty, staff, and the wider community.

The Impact:

This blueprint outlines a clear path to significantly enhance MEPI's visibility, engagement, and overall brand resonance, positioning it as a leader in its field.

The Challenge: Fragmented Communication Landscape

Observation:

A critical assessment revealed a communication ecosystem lacking cohesion. Disparate messaging and inconsistent visual elements across platforms diluted MEPI's impact and hindered its ability to connect effectively with key stakeholders.

Implication:

This fragmentation risked undermining MEPI's mission, leading to missed opportunities for engagement, partnership, and broader influence within the academic and public spheres.

Key Observation: Digital Presence Gaps

01

Website Analysis

While functional, the current website presents significant opportunities for enhanced visual appeal and streamlined user experience.

Critical Gap: Lack of consistent social media integration limits its potential as a central hub for community engagement.

Social Media Audit

Facebook and Instagram platforms require a unified visual identity and strategic content planning to move beyond basic information sharing.

Critical Gap: Absence of proactive engagement tactics prevents these platforms from becoming vibrant community touchpoints.

02

Key Observation: Audience Disconnect

Insight

Communication efforts, though well-intentioned, did not consistently resonate with MEPI's diverse audience segments. Generic messaging failed to capture the unique interests and needs of students, faculty, staff, and the broader community.

Consequence

This disconnect resulted in suboptimal engagement, hindering the formation of strong relationships and limiting the reach of MEPI's valuable initiatives.

The Vision

To build a dynamic, responsive, and inclusive communications environment that amplifies AUB MEPI's mission.

The Strategic Approach

A framework centered on clarity, consistency, and impact, ensuring every message delivered through the right channels achieves its intended purpose.

Pillar 1: Unified Digital Identity

The Strategic Concept

Establishing a distinctive and consistent visual language across all digital touchpoints. This includes a refined color palette (Ateneo Blue & Persian Red), cohesive typography, and a strategic approach to imagery that reflects MEPI's core values.

The Leadership Impact

A strong visual identity elevates brand recognition, conveys professionalism, and creates an immediate, memorable impression. It fosters trust and familiarity, positioning MEPI as a modern and authoritative voice.

Pillar 2: Audience-Centric Content Strategy

Strategic Approach

Tailored Messaging

Students

Focus on high-impact opportunities, success stories, and peer-to-peer engagement to drive program applications.

Faculty & Staff

Direct communication regarding program updates, collaborative research, and internal milestones.

Wider Community

Highlighting social impact, regional partnerships, and MEPI's role in local development.

Execution Framework

Strategic Content Pillars

Academic Excellence

Showcasing the rigor and quality of the MEPI-TL scholarship programs.

Leadership Development

Highlighting workshops, civic engagement, and student leadership initiatives.

Community Impact

Telling the story of how MEPI alumni are changing their local communities.

Pillar 3: Multi-Channel Engagement Ecosystem

Strategic Activation Optimizing Touchpoints



Website: Central Hub Optimization



Facebook: Community Dialogue



Instagram: Visual Storytelling



Newsletters: Targeted Updates



WhatsApp: Direct Engagement

Strategic Philosophy Engagement Focus

Prioritizing **interactive content**, community-building initiatives, and responsive dialogue.

Our goal is to transform passive audiences into **active participants** and advocates for MEPI, ensuring a seamless and interactive communication flow across the entire ecosystem.

Strategic Framework: The Connected Communications Model



This model ensures **integrated delivery**, where every channel reinforces the core MEPI mission for maximum resonance.

The Power of Data: Measuring What Matters

Beyond Vanity Metrics: Introducing a robust measurement framework focused on actionable insights that drive strategic growth.

Metric 01

Reach

Expanding the audience footprint across all digital touchpoints to ensure MEPI's mission reaches the widest possible relevant community.

Metric 02

Engagement

Fostering meaningful interaction and dialogue, transforming passive viewers into an active, connected community.

Metric 03

Conversion

Driving desired actions, from program applications to newsletter sign-ups, ensuring communication leads to tangible results.

Metric 04

Advocacy

Cultivating brand champions among alumni and partners who actively promote and support the MEPI mission.

Implementation Roadmap: Phased Approach to Success

01

Foundation

Months 1-3

- > Establish unified digital identity and brand guidelines.
- > Optimize core website elements and navigation.
- > Launch foundational social media content pillars.

02

Expansion

Months 4-6

- > Introduce advanced content formats (video, interactive).
- > Activate new channels (Instagram Broadcast, WhatsApp).
- > Initiate targeted community outreach programs.

03

Optimization

Months 7+

- > Continuous monitoring and data-driven refinement.
- > Scale successful initiatives for maximum reach.
- > Long-term strategic growth and impact assessment.

Expected Outcomes: Elevating MEPI's Influence



Enhanced Brand Perception

MEPI recognized as a modern, engaging, and authoritative voice in its domain, fostering trust and credibility among all stakeholders.



Increased Engagement

A vibrant, interactive community across all digital platforms, fostering stronger relationships and active participation in MEPI initiatives.



Amplified Reach

Broader awareness and deeper connection with prospective students, partners, and the global community, driving growth and impact.

Why This Matters: Your Leadership in Action

01

Strategic Vision

This blueprint demonstrates a forward-thinking approach to digital communications, aligning tactical execution with overarching organizational goals to drive long-term success.



02

Measurable Impact

A commitment to data-driven decision-making ensures that every initiative contributes tangibly to MEPI's mission, providing clear ROI and accountability.



03

Future-Proofing

Building a resilient and adaptable communications infrastructure capable of evolving with digital trends and shifting audience needs in a dynamic landscape.



How to create a viral Instagram page

High-quality

profile picture

Optimized

link in bio

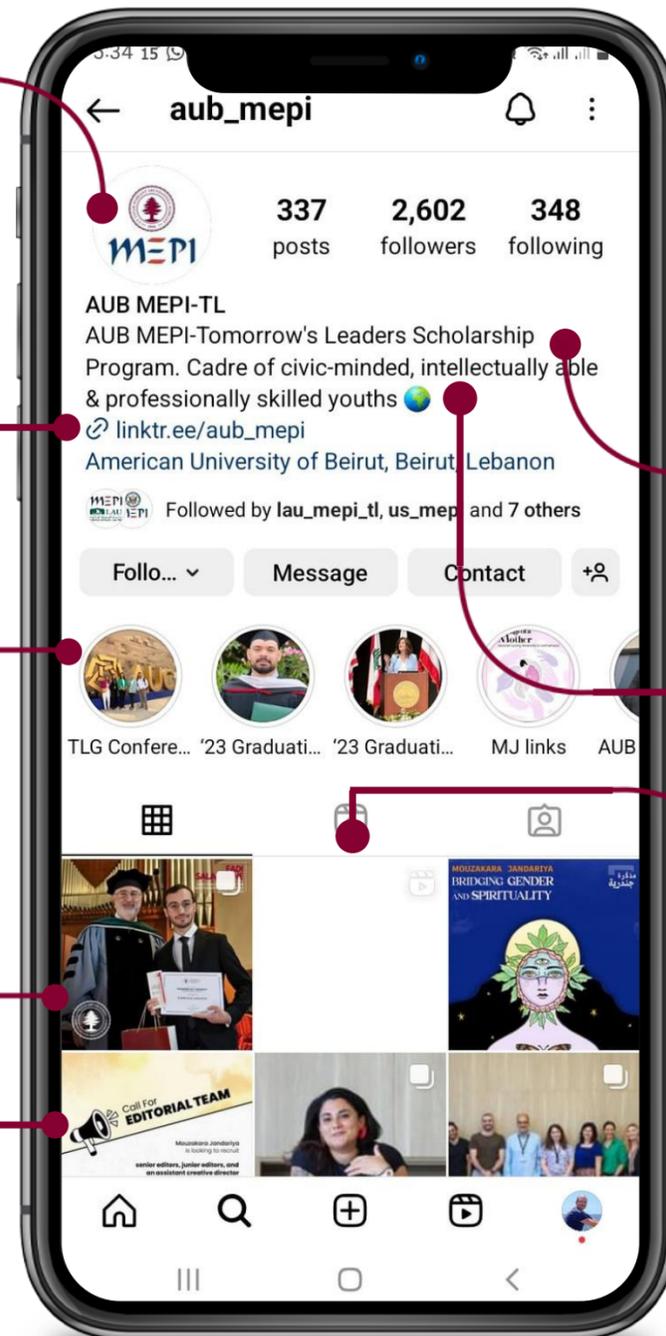
Organized &

updated

highlights

Diverse & consistent

content strategy



Headline
with 1-3 **strong**
keywords

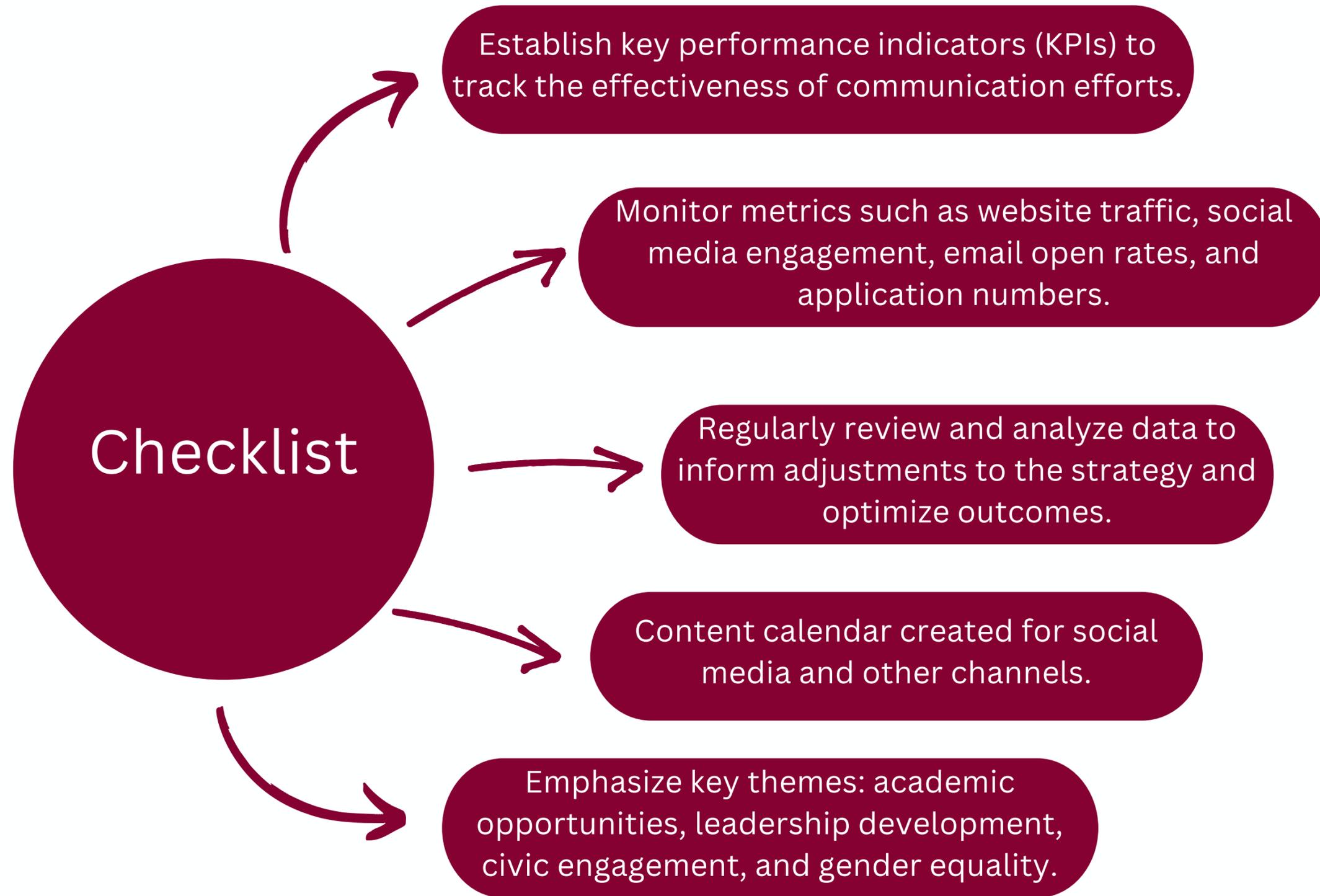
3 lines bio

what kind of value people
brings home by following you

Pinned 6 posts:

3 on main feed &
3 on reel feed

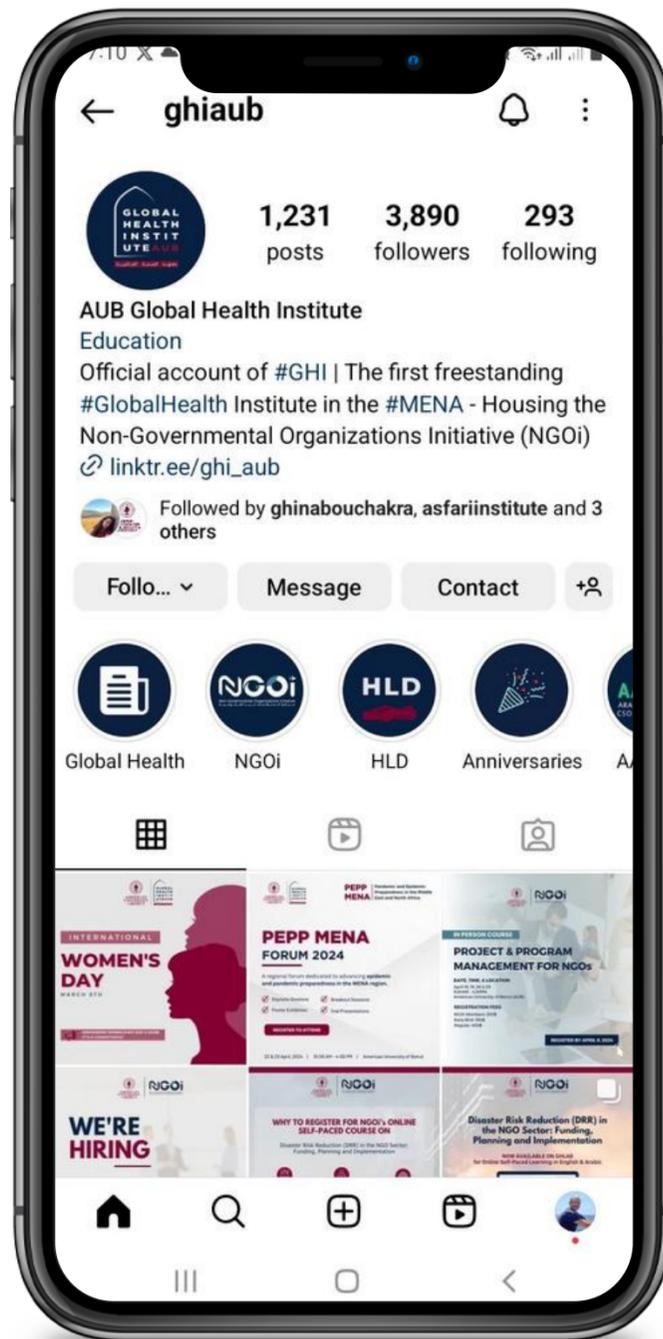
Measurement and Evaluation:



Visual Approach

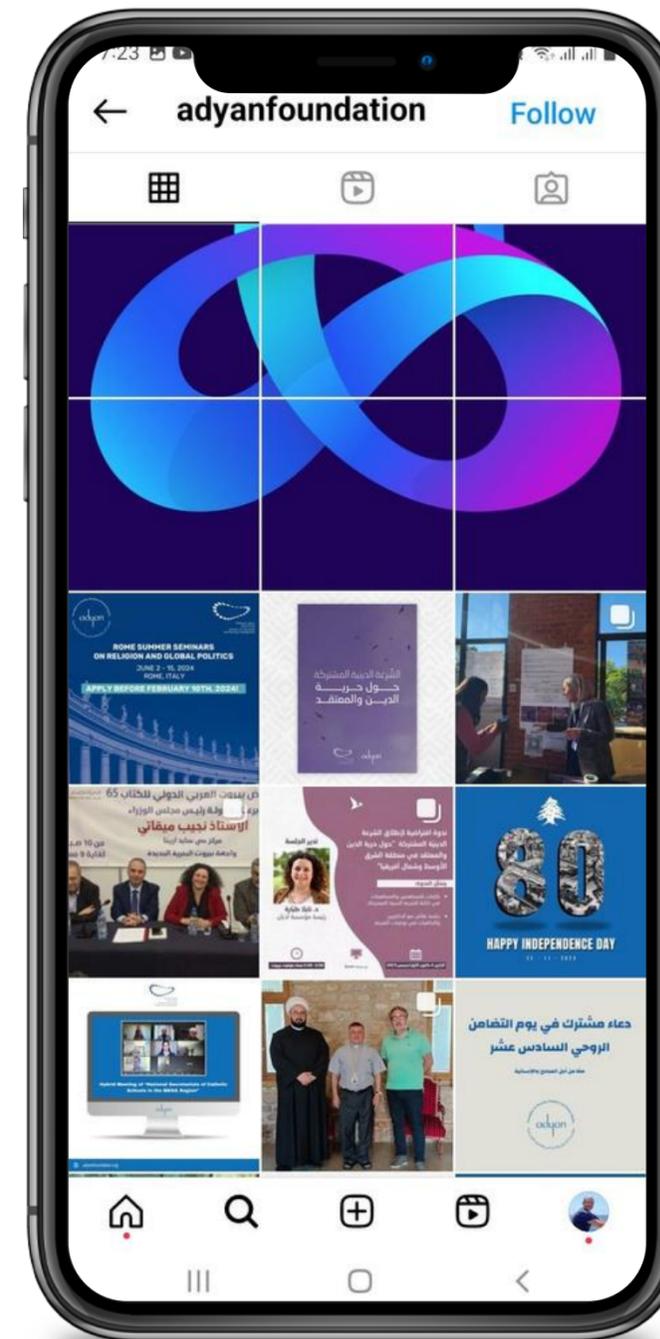
- Leverage the Ateneo Blue and Persian Red colour palette, alongside light gray accents, to evoke a sense of professionalism and vibrancy.
- Incorporating the MEPI logo and stand-out mock-ups, to capture attention and convey credibility.
- The visual approach will also establish a consistent visual identity, ensuring that the audience easily recognizes our posts, stories, reels, and highlights when they appear on their feed. This cohesive visual identity will enhance brand recognition and reinforce AUB MEPI's presence across social media platforms, fostering a sense of familiarity and trust among our audience.

Inspiring Visual Identities: Examples from NGOs in Lebanon



- AUB Global Health Institute has strategically optimized its visual identity for clarity and impact

Before and after visual identity adoption for Adyan Foundation. Witness the evolution as they embrace blue and purple hues, along with a modern logo, embodying their mission of advocating for solidarity, diversity, and human dignity.



Thank You

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