



IMPACTO CETYS ALUMNI

#ImpactoCETYSAlumni



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SEPTEMBER 5-21

WHAT IS IT?

#ImpactoCETYSAlumni is an initiative that celebrates alumni volunteering and fosters engagement in activities that promote solidarity and social contributions.

2019 marked the first edition of #ImpactoCETYS Alumni. The overwhelming success of the initiative has paved the way for this to become a signature, annual activity.

Objective

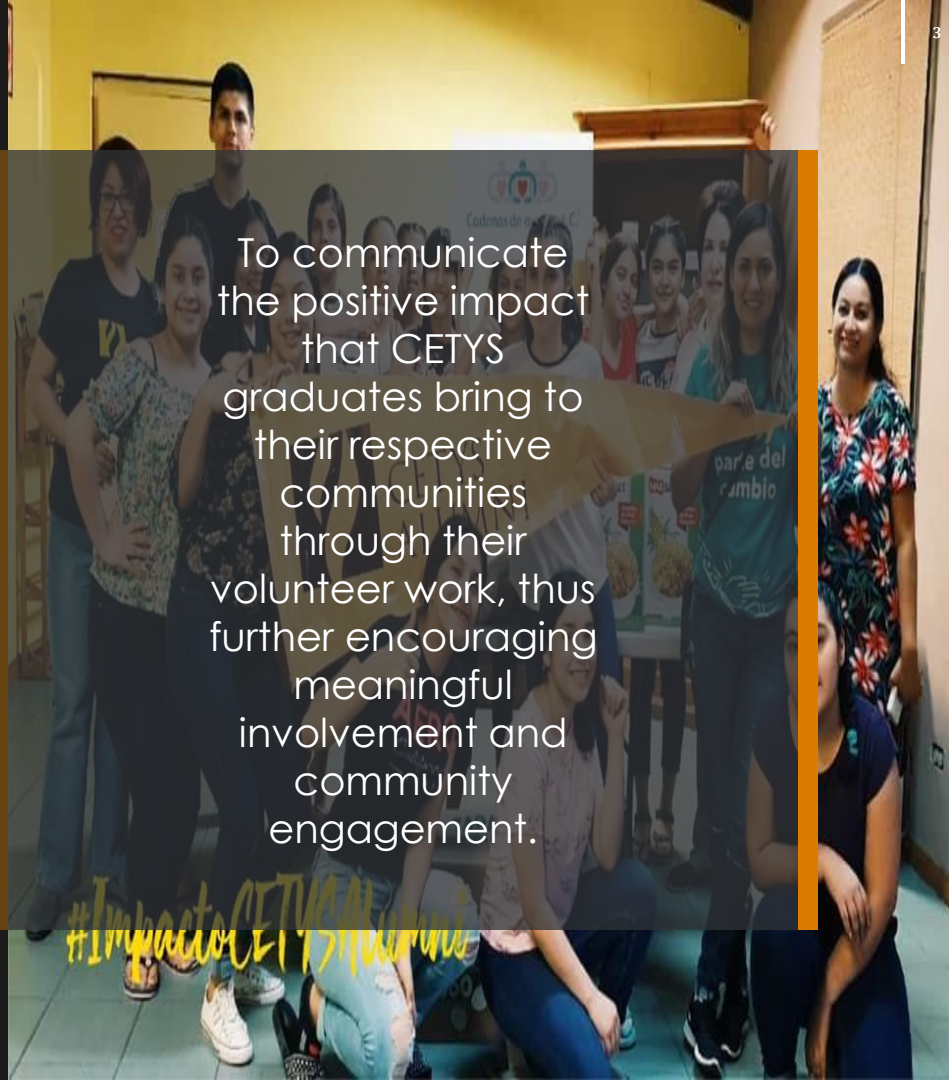
GOAL



5,800 volunteer hours.

Considers people and communities impacted.

To communicate the positive impact that CETYS graduates bring to their respective communities through their volunteer work, thus further encouraging meaningful involvement and community engagement.



#ImpactoCETYSAlumnos



WHAT MAKES US
DIFFERENT?

"A COMMUNITY OF GRADUATES WITH SOCIAL RESPONSIBILITY"

Other Universities recognize professional trajectories and major alumni achievements. At CETYS Alumni, we recognize each of the actions that our graduates undertake to improve their communities.

COMMUNICATION PILLARS



EMPOWERMENT

Empower each of our graduates to have a constant impact on their community.



CONVENE / MEET

Encourage all actions, large or small, to building a better place. Every action counts.



RECOGNIZE

Thank and give them the credit they deserve for performing these activities.





WHO IS OUR
TARGET?



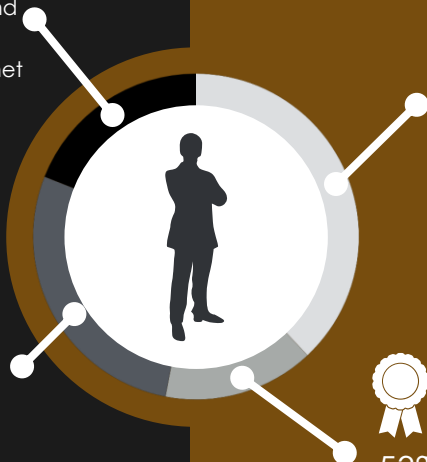
72%

of the reviews and comments they read on the internet influence their opinion about brands.



53%-55%

When looking for content related to news and travel, they prefer text format.



56%

Use social networks to communicate via messages and chat.



53%

Choose to see pranks, jokes, and memes in social networks.

TARGET



42% Men



57% Women

36% 25-34 YEARS



Mexicali 3,954 fans

Tijuana 3,505 fans

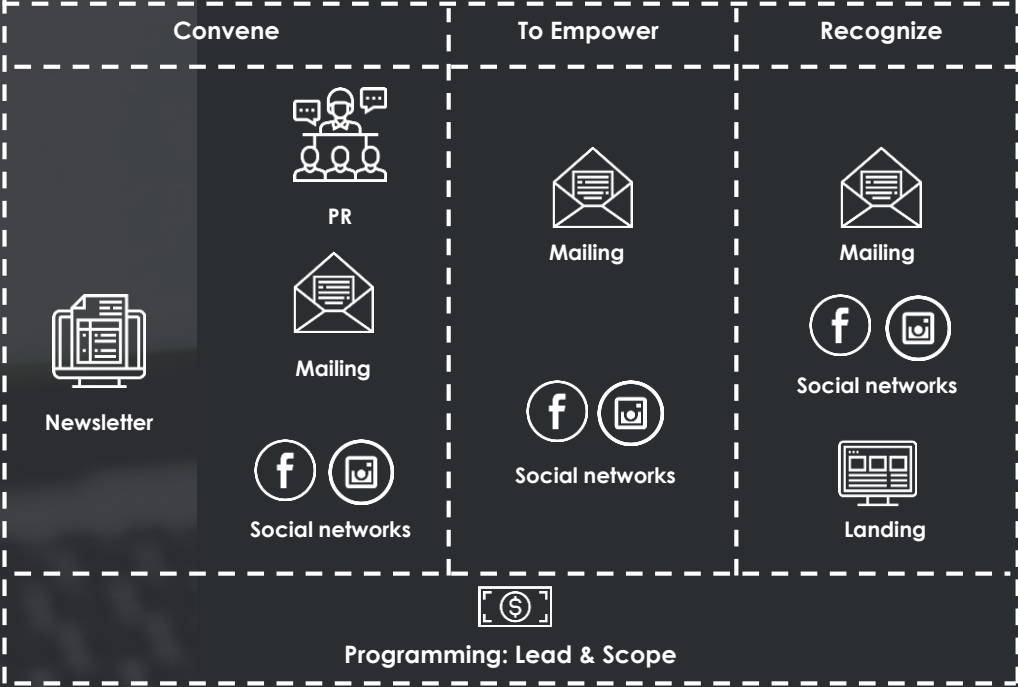
Top social platforms





HOW DO WE
CONNECT WITH
THEM?

COMMUNICATION JOURNEY




A close-up photograph of several people's hands stacked on top of each other in a circle, symbolizing teamwork and unity. The image is dimly lit and has a dark overlay. The word "RATIONALE" is centered in white, uppercase letters. There are two white L-shaped corner brackets: one in the upper left and one in the lower right, framing the text.

RATIONALE



Not only do we prepare our students for the future,
We prepare them to make a real impact on the world.

#ImpactoCETYSAlumni

A photograph of a classroom with light green walls. A teacher is standing at the front, and students are seated in rows of chairs. There are posters on the walls, including one with anatomical diagrams and another with a grid of small images. A whiteboard is visible in the background. A semi-transparent yellow banner is overlaid across the middle of the image.

We are looking for those aspects of the Alumni community where a small action has had a positive impact on someone. We want to recognize and thank you through #ImpactoCETYSAlumni and to inspire you to improve your surroundings.

#ImpactoCETYSAlumni



HOW DID WE
DO IT?

We created a landing page in which graduates recorded volunteer hours per year and the type of cause they support. In the case of those who did not have a cause but wanted to join the initiative, they registered to go to one of the three options they were given to do volunteer work in the cities where we have campuses.



Attached file called "CETYSAlumniLandingpage"



LANDING PAGE



GRAPHIC
IDENTITY

Post on CETYS Alumni networks

 **CETYS Alumni**
Sponsored Like Page

Sabemos del impacto que generas y queremos reconocerlo.
Regístrate y cuéntanos cómo ayudas a tu comunidad.
#ImpactoCETYSAlumni



**Que todos
miren tu
esfuerzo**

#ImpactoCETYSAlumni

THAT ALL LOOK AT YOUR EFFORT

 2.5K 362 Comments 163 Shares

 Like  Comment  Share

 **CETYS Alumni**
Sponsored Like Page

Sabemos del impacto que generas y queremos reconocerlo.
Regístrate y cuéntanos cómo ayudas a tu comunidad.
#ImpactoCETYSAlumni



**Ya iniciaste
el cambio**

#ImpactoCETYSAlumni

YOU ALREADY STARTED THE CHANGE

 2.4K 322 Comments 185 Shares

 Like  Comment  Share

Tu comunidad lo agradece, nosotros te reconocemos.

Regístrate y cuéntanos cómo has impactado
a tu comunidad.

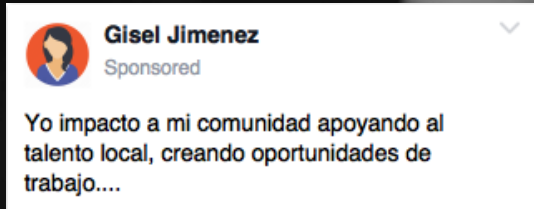
#ImpactoCETYSAlumni



CETYS
ALUMNI



YOUR COMMUNITY THANKS YOU ,WE RECOGNIZE IT



HOW DO I IMPACT ON MY COMMUNITY?



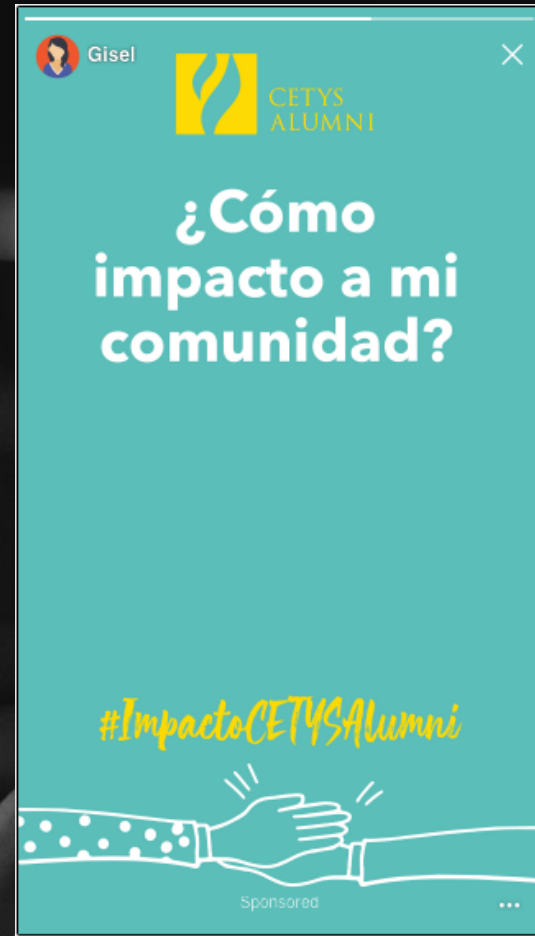
Alumni community ost for social networks



Alumni community Cover for social networks



T-Shirt



Instagram Story Alumni community

SEPTEMBER 2019

CALENDAR*



1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11

* Image improvement proposal



EMPOWERMENT

SEPT 01

IMPACTO CETYS ALUMNI

Communicate the concept and time frame to participate.

SEPT 03

REGISTRATION

Explain the dynamics of registration.



CONVENE

SEPT 05

START

Announce project kickoff with an example and invite the target audience to participate.



RECOGNIZE

SEPT 21

CLOSURE

Thank everyone for contributing to making a socially responsible community.

SEPT 26

RESULTS

Communicate the impact of CETYS graduates on their community.



PROGRAMMING

Testing will be carried out through two campaigns, one with the objective of conversion and the other with the objective of awareness, in order to identify the one that our community interacts better with, and also to amplify the campaign.

Objective	Investment	Potential Reach*	Daily Estimate*
Conversion	MXP\$1,000	3,200	1.0K-2.9K
Awareness	MXP\$1,000	6,900	1.4K-4.1K



INTERESTS

- CETYS Alumni
- CETYS Campus Tijuana
- CETYS Campus Mexicali
- CETYS Campus Ensenada
- Community Service

DEMOGRAPHICS

Men and women from 25 to 34 years.
Language: Spanish and English

GEOGRAPHICS

Mexicali
Tijuana
Ensenada