

Communications Department

Tasks for November

CD Task 1: Department Meeting and Task Assignment - 5pts

Responsibility: All Team Members

When Completed: Move to Chairman of the Board

Meet as a department and go over the department tasks found in Trello for the November task period. Divide up the work by adding members to the tasks card so all know who will be responsible for that task over the task period. Each department can earn 100 pts. Each department needs to show evidence of completion on or before December 2nd unless noted in the task. Tasks completed early can be turned in and verified at any time. It is the responsibility of each department leader to make sure that all tasks are done. All members of the department will receive the same task points. When all tasks have been assigned, move this card to the Chairman of the Board for verification. All leaders are required to attend the scheduled leadership meetings

5pts Evidence: Members Assigned to cards → Verified by the Teacher

CD Task 2: Company Bulletin Board - 15pts

Responsibility: Any Team Member

When Completed: Move to Chairman of the Board

The company bulletin board needs to be more of a communication tool than an art exhibition. It needs to engage employees to read what is on the board. Go to the **B-Board Ideas** link found at the bottom. Review the ideas from that website. Update your company bulletin board and develop a November Business theme. Emphasize what the company is doing and where the company is going. The bulletin board should be updated weekly. Make sure the "Company Coming Events" are on the board.

15pts Evidence: Updated Canvas Bulletin Board for November → Teacher Observation

Link to B-Board Ideas: <https://www.peerspace.com/resources/office-bulletin-board-ideas/>

CD Task 3: Company Social Media - 40pts

Responsibility: All Team Members

When Completed: Move to Chief Officers-COO REVIEW

Using the company Google Calendar, set up the social media posting calendar, through the middle of December. Instagram and Twitter need to have two posts a week and LinkedIn one post per week. Each week you should review the social media calendar and complete the scheduled social media posts over the month of November for Instagram, Twitter, and LinkedIn. There should be a minimum of two posts per week as posting on social media is important to maintain a visual presence in the media. Based on your research last month, create posts that drive people to the company website and are business related. Remember this is not anything like a personal account and needs to be business-like and professional as possible. All posts should be referencing the company website and make sure you hashtag **#veinternational**. Make sure your teacher is following your company so that they can verify you have completed your tasks. No company posting is needed during the week of Thanksgiving but should continue the last week in November.

12pts Evidence 4.1: Weekly Company Instagram Posts (2 posts per week) → Teacher Observation

12pts Evidence 4.2: Weekly Company Twitter Posts (2 posts per week) → Teacher Observation

12pts Evidence 4.3: Weekly Company LinkedIn Posts (1 post per week) → Teacher Observation

4pts Evidence 4.3: Google Calendar schedule for Social Media → Teacher Observation

CD Task 4: December Company Newsletter - 25pts

Responsibility: Any Team Member

When Completed: Move to Chief Officers-COO REVIEW

Develop a 2-4 page company newsletter for the month of December. The newsletter needs to follow the same style as the November newsletter, but with a December winter theme. The newsletter needs to be completed and ready to be sent out at the beginning of December.

25pts Evidence: PDF of the December Newsletter → Attached to the Trello Card

CD Task 5: Thanksgiving Celebration Event - 15pts

Responsibility: All Team Members

When Completed: Move to Chief Officers-COO REVIEW

Set up a meeting with the human resources department and plan a company Thanksgiving celebration for November 18th. Download a copy of the [Company Event Planner](#) and share the file with everyone at the meeting. Work through the planner assigning different people responsibilities and deciding on the activities you would like to have at the event. Speak with your teacher about having fun food at the event and if approved, create a potluck sign-up sheet or collect monetary donations to buy the food. Note: you will need plates, cups, napkins, and plastic utensils if you plan to have food.

10pts Evidence: Company Event Planner → Attach or link to the Trello card

5pts Evidence: Company Participates in a Thanksgiving Celebration → COO Observation