

commission on
FASHION ARTS & EVENTS

*** f t i p **tumblr.**

@cfae_dc • cfaedc

STRATEGIC WORK PLAN

2016 - 2017



Strategic Work Plan

The Commission on Fashion Arts and Events (CFAE) has made significant progress in the past 60 days—creating a new brand identity, including an engaging logo; development of a social media strategy; and launch of the CFAE website landing page. These important activities are the beginning of a new, more comprehensive strategy to position CFAE as THE source for all things fashion, beauty, arts, events and creative in the District and nearby regions. To continue this momentum, this strategic work plan identifies an important number of next steps that must be completed. While the contract with Monumental Communication is near its end; we remain committed to CFAE’s success and welcome an opportunity to discuss how we might continue to support CFAE’s important work.

The strategic work plan below is divided into three distinct parts: ongoing assessment, community engagement; and brand management. Please note, in keeping with one of CFAE’s primary goals of increased visibility across all social media channels, **the work plan contains a significant number of social media activities that will require consistent action by a CFAE representative.**

Also of note, the first section outlines a number of immediate actions recommended for CFAE Commissioners. These immediate actions are the most critical and position CFAE to take on the remaining actions effectively.

Recommended Immediate Actions

Even the most committed and effective leadership bodies have to periodically take stock of their effectiveness. The Commission on Fashion Arts and Events is no exception. During our work on this important project, several of you have stated that the uneven participation of CFAE Commissioners is the most pressing challenge you face. To effectively implement this ambitious, but necessary plan, ALL Commissioners need to do more than state their commitment, you must all fully engage in its implementation. The immediate actions shown below, if implemented effectively, will lay important groundwork for the work ahead.

Specific Actions for CFAE Commissioners

Each of the actions below are part of a comprehensive organization development assessment process. These actions must all take place within the next 30 days. We realize these actions might seem daunting; however, it is our firm belief and recommendation that until and unless CFAE Commissioners undertake these tasks, all of the work conducted over the past few months will have been an expensive exercise that will not fundamentally and positively change CFAE’s effectiveness and profile in the community.

Action	Who is Involved	Tools & Techniques
Write content for the next two-three months. These pieces will be used to build the CFAE audience and establish	All CFAE Commissioners	Create an editorial calendar for the next 60-90 days.



<p>Commissioners as spokespersons for vision and value of CFAE.</p>		<p>Using brand guidelines and personal knowledge and expertise, write 300-500-word blog posts to be uploaded to the newly launched landing page.</p> <p>Each post should include at least 3-5 possible tweets; 3-5 possible Facebook posts; and no fewer than 5-7 images that can be posted to Instagram.</p>
<p>Identify and engage an organization development consultant to assist with the organizational development activities. Every responsible Board of Directors periodically assesses its own performance and addresses any shortcomings, while celebrating successes.</p>	<p>CFAE Commissioners</p> <p>Organizational development consulting (Monumental Communication can provide or recommend consultant services)</p>	<p>Identify funding to support organizational development consultant. Monumental Communication can assist with identifying funding sources. Additional resources would be needed if assistance is required with grantwriting.</p> <p>Conduct anonymous CFAE Commissioner self-assessments and compile data to have a complete picture of the health of the Commission. An anonymous assessment lends itself to honest responses and reveals the challenges that must be addressed for the volunteer leaders to be most effective. The assessment will allow CFAE Commissioners to take a long, hard look at your operations, individual and collective levels of commitment, and capacity, and plans for leadership development and succession.</p> <p>Develop a succession plan to properly transition existing Board members off, based on an agreed upon length of service; and identify and transition new Board members onto CFAE.</p>
<p>Recruit Interns from the region’s universities and trade schools in fashion, media and marketing tracks to assist with social media strategy implementation. Commissioners are too busy to manage the social media aspect of CFAE community engagement and brand management. Interns will be able to support this effort.</p>	<p>CFAE Leaders</p>	<p>Prepare intern job description. Monumental Communication can provide sample intern job descriptions if needed.</p> <p>Leverage contacts at the Art Institute and other universities to identify and secure at least two (2) interns.</p> <p>Determine feasibility of student interns from area cosmetology schools and the Ballou S.T.A.Y program.</p>



<p>Establish critical partnerships. Engage CFAE ex-officio members, government partners, business leaders and community-based organizations and cultivate sponsorships and other mutually beneficial relationships.</p>	<p>CFAE Commissioners and your networks.</p>	<p>Develop a sponsorship packet outlining ways that a business, government agency or another community stakeholder could partner with CFAE. Include sponsorship opportunities that have both a cash grant/donation and those that include in-kind support.</p> <p>Potential collaborations include: co-branded events; sponsoring events or elements of events (e.g., promotional item giveaways or audiovisual services); marketing CFAE events across all of their social media channels; and educational programming for youth and adults.</p>
--	--	---

Ongoing Assessment

CFAE should continue to gather feedback from the community to determine if the assumptions it has made about the needs of industry leaders, consumers and partner organizations are being met by CFAE.

Specific Actions for CFAE Commissioners			
Action	Who is Involved	Tools & Techniques	Date Due
<p>Collect Feedback - Implement revised Stakeholder Survey Strategy to gather input re: CFAE goals and activities.</p>	<p>CFAE Commissioners engage their networks.</p>	<p>Online survey shared via email and across all social media channels.</p>	<p>September 30</p>
<p>Listen - Staying connected to the community and taking notes on trends in the industry.</p>	<p>CFAE Commissioners</p>	<ul style="list-style-type: none"> - Follow relevant accounts/blogs - Google alerts - Discover influencers - Curate content - Be inspired by other pages - Stay up to date on what is trending - Social media analytics - Participating in community events 	<p>Ongoing</p>
<p>Measure/Track - Always track your landing and social media pages to see what types of content the audience responds best to, discover prime posting hours, and more.</p>	<p>CFAE Commissioners through your networks.</p>	<ul style="list-style-type: none"> - Sprout Social: <ul style="list-style-type: none"> - Facebook Insights - Twitter Analytics - Instagram Insights - Google Analytics 	<p>Ongoing</p>



Community Engagement

Enthusiastic participation of designers, fashion entrepreneurs, industry thought leaders, businesses and the general public is essential to CFAE’s success. To build a robust and influential network, CFAE must leverage your brand as CENTRAL to the development of a vibrant and profitable fashion, arts and creative industry in the District.

Specific Actions for CFAE Commissioners			
Action	Who is Involved	Tools & Techniques	Date Due
Affirm Value – It is important that CFAE convey its value to the community. This will demonstrate relevance and increase buy-in!	CFAE Commissioners engage their networks.	Share CFAE’s community-centered mission, values and vision across all social media channels.	Ongoing; begin by September 30 th
Create and conduct SIGNATURE events that raise CFAE’s profile in the community. CFAE needs to create several signature events that are highly visible and engaging! All of your audiences need to see themselves in the programming and offer things that folks cannot receive from other organizations.	CFAE Commissioners engage their networks.	<ul style="list-style-type: none"> – Headshots: One of the most popular events for creative professionals include taking professional head shots. This type of event can be a pop-up event held quickly and in conjunction with other industry events. CFAE partners can serve as photographers-building their personal contacts and brand. – Host an Annual InstaMeet to facilitate networking and collaboration. 	Planning underway for first event by 12/31/2016
Posting - Develop a posting style that shares an authentic CFAE voice that will engender respect, admiration and loyalty. Use brand identity consistently!	CFAE Commissioners	<ul style="list-style-type: none"> – Create a posting rhythm so that people expect to see posts daily, e.g. #TipTuesday – Post striking content that is pure eye candy – Experiment with new content – Post 1-3 times per day – Post at prime posting hours (usually between 10am-2pm, yet varies from page to page) – Post a wide variety of content (i.e. photos, quotes, videos, quick tips, questions, GIFS, etc.) 	Ongoing
Grow Audience – With consistent, engaging and thought leading posts and events, CFAE can grow its audience and influence!	CFAE Commissioners through your networks.	<ul style="list-style-type: none"> – Follow relevant accounts and comment, like, share, etc. FREQUENTLY – Respond to all contact as promptly as possible, repost/share content (always be 	Ongoing



		<p>sure to give credit to original poster)</p> <ul style="list-style-type: none"> – Engage with people via hashtags who are unaware of your page - search relevant hashtags and like posts that fall in line with the fashion, arts, and events community to make users aware of the CFAE page. – Create Call to Action Campaigns to recruit engagement. – Create Campaigns to gather user generated photos and videos from the community 	
--	--	--	--

Brand Management, Outreach and Awareness

CFAE’s efforts over the past few months to develop a brand identity, protocols for engaging with the community and affirmation of your vision, values and strategies, now require an even greater commitment in the implementation phase. Executing the plans and strategies effectively AND consistently is the only way to ensure success! Additional social medial guidance is provided in [Appendix A](#).

Specific Actions for CFAE Commissioners			
Action	Who is Involved	Tools & Techniques	Date Due
Focus on Accountability – It is important that CFAE identify leaders to shepherd the implementation of each part of the strategy to ensure that the plan is implemented effectively.	CFAE Commissioners	CFAE Meetings MUST include a focus on reporting on progress towards objectives. Using a consent agenda for the important, but ‘mundane’ will provide more time on your agendas for deep strategy discussions.	Ongoing; begin at next CFAE Commissioners Meeting.
Share Outcomes with the Community – CFAE can share the results of its activities throughout the year in an Annual State of Fashion Art & Design in DC.	CFAE Commissioners and partner organizations	Create a report-card like document that describes all CFAE activities throughout the year and provides evaluation results/feedback from the community. CFAE’s partners will be able to easily discern how CFAE has affected the creative economy in the District and region.	
Conduct Breakthrough Events – CFAE’s brand management goes beyond the visual elements. To increase exposure and engagement in the community,	CFAE Commissioners, Industry leaders, government	<ul style="list-style-type: none"> – Web-show or podcast with fashion community influencers – Monthly Meet-Ups focused on key topics 	2017 calendar of events developed by November 30 th ; at least 1 event per quarter.

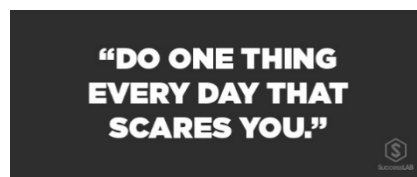


<p>CFAE must be seen as an effective convener.</p>	<p>officials and related networks.</p>	<ul style="list-style-type: none"> - Exhibit at Festivals, Government and Industry Events - Signature Events <ul style="list-style-type: none"> o InstaMeet events to gather creatives from the DMV o Photography Corridor Event for Fashion Headshots o Fashion Is.... Presentations @ Events with Ex-officio members, Main Street, BIDs and other partner organizations o Annual CFAE Fashion Forward Conference 	
<p>Secure Resources – Identify resources (funding/people) to support the full implementation of CFAE’s vision is essential.</p>	<p>CFAE Commissioners</p>	<ul style="list-style-type: none"> - Secure line item funding from District Government - Secure outreach support from ex-officio members and other organizations - Create branding and marketing profile opportunities for retailers and other community influencers via the CFAE BLOG and Podcast - Secure a fundraising consultant to help develop a fund development plan 	<p>Ongoing</p>

Summary

CFAE is well positioned to build on the momentum of the past two months! Each Commissioner brings relevant knowledge, connections and experience to their CFAE service commitment that can be utilized to implement the above plan.

A critical follow-up step for CFAE is to determine how the Commissioners will review and provide feedback to this ambitious plan. It is up to CFAE to determine how to best move forward and make the most of this strategic planning and learning experience. We encourage you to:





Appendix A – Detailed Social Media Plan

Strategy Framework

- **Listening** – Staying connected to the community and taking notes on trends in the industry.
 - ✓ Follow relevant accounts
 - ✓ Follow blogs
 - ✓ Google alerts
 - ✓ Discover influencers
 - ✓ Curate content
 - ✓ Be inspired by other pages
 - ✓ Stay up to date on what is trending on various social platforms
- **Posting** – Sharing the CFAE vision with the world. Developing a posting style as well as creating an authentic voice will further paint a picture and create a lens for people to view the CFAE through.
 - ✓ Create an authentic voice - The voice/tone of the CFAE should be somewhat serious yet in tune with the times. The goal is to become one of authorities and highly respected voices in the fashion, arts, and events community in the DMV.
 - ✓ Develop unique posting style - We want to make sure all of the posts have a unique quality that ties them all together. This can be done by editing all photos in a similar way (vibrant colors vs. more pale colors, high in contrast vs. high in fade/shadows, etc.). This can also be done by adding the CFAE logo to all text posts, using the same font on all text posts, having specific content buckets that are to be expected on various days of the week (i.e. #TipTuesday).
 - ✓ Create a posting rhythm so that people expect to see posts daily
 - ✓ Post striking content that is pure eye candy
 - ✓ Experiment with new content
 - ✓ Post 1-3 times per day
 - ✓ Post at prime posting hours (usually between 10am-2pm, yet varies from page to page)
 - ✓ Post a wide variety of content (i.e. photos, quotes, videos, quick tips, questions, GIFS, etc.)
- **Engaging** - Engaging with the community is important because this is one of the main **tools** that will be used to grow the audience. Engaging will be done through following relevant accounts, commenting, liking, sharing, etc.
 - ✓ Engage with your following - respond to people as promptly as possible, repost/share content (always be sure to give credit to original poster), like other people's posts, etc.
 - ✓ Engage with people via hashtags who are unaware of your page - search relevant hashtags and like posts that fall in line with the fashion, arts, and events community to make users aware of the CFAE page.
 - ✓ Create Call to Action Campaigns to recruit engagement



- **Measure/Track** - Always track your social pages. We want to know what is working and what isn't so that the page is constantly growing. Through measuring and tracking we are able to see what types of content the audience responds best to, discover prime posting hours, and more.
 - ✓ Sprout Social Dashboard with Data from the following sites:
 - Facebook Insights
 - Twitter Analytics
 - Instagram Insights
 - Google Analytics

Content Types

- **Quote Photos**
 - Influencer quotes
 - Quotes from famous designers, models, artists, photographers, stylists, fashion execs, celebrities etc.
 - Quotes about CFAE
- **Vibe Photos**
 - Photos from events
 - Photos of various pieces of art
 - Fashion photos from D.C. designers, models, photographers, etc.
 - Street fashion photos
 - Street art photos
 - Fashion trucks
 - Curated photos that inspire the CFAE and fit with the brand (must beware of licensing issues)
 - Reposted photos that speak to the vision of the CFAE
 - DC neighborhoods, restaurants, nightlife and lifestyle
- **DIY Content**
 - Fashion and Art DIY tutorials
 - DIY articles
 - DIY videos
 - DIY flipagram content
- **Tips & Tricks**
 - "How To..." and "Did you know..." Content
 - Quick fashion tips
 - Business of fashion, arts, and events
- **GIFs and Memes**
 - Fashion, art, and event related GIFs and memes



- **Questions**
 - Polls
 - Engagement/Conversation starters
 - Questions about current events in the fashion world
 - Opinion related questions

- **Call to Action**
 - Call to Action for User Generated Content
 - Call to Action for Inspiration (i.e. tag your favorite style icon on IG, tag your fav artist on IG, tag your favorite photographer)
 - CFAE Survey, Landing Page and Follow Social Media Platforms

- **Influencer Content**
 - Content created around various influencers willing to support the CFAE

- **Promotional Content**
 - Promoting various events

- **Hashtag Related Content**
 - #TBT
 - #OOTD
 - #DIY
 - #DCCREATIVE

- **Videos**
 - Event recap videos
 - Short Flipagram videos
 - Fashion videos
 - Animated quote videos

- **Current Events, Prominent Historic Events, and News**
 - Current events and news in the fashion, arts, and events world
 - Noting important/relevant dates in history

- **Blogging**
 - Platform to highlight influencers and creatives in the creative industries
 - Blog post can feature a podcast interview with the guest, hero shoot, video, carousel image slideshow or other compelling content



Best Practices

- **Frequency of Post**
 - Facebook – Daily posting (1-3 posts per day)
 - Instagram – Daily posting (1-3 posts per day)
 - Twitter – Daily posting (1 original tweet per day along with relevant RT's and replies)
 - Blog – Once or twice a month
 - Pinterest – Visit boards daily for inspiration. Add relatable content to the CFAE page. Create new pages' weekly
 - Tumblr – Post blog ideas and images a couple times monthly

- **Length of a Headline/Title**
 - 8–12 words and under 70 characters

- **Facebook**
 - Ideal length of a status update: 40 characters (no more than 6 lines)
 - Maximum length of a status update: 63,206 characters
 - Post a photo with each post
 - Break up paragraphs so that posts are concise and easily digestible
 - Only post links when absolutely needed (Facebook algorithm does not allow for links outside of Facebook to perform well)
 - When posting links - wait for image of link to load and then be sure to DELETE the link text in the status box.
 - Utilize Facebook blogging tool when necessary
 - Always upload videos directly to Facebook rather than linking to YouTube
 - Utilize Facebook ads, paid “Like” campaigns, and post boosting when necessary
 - Reach out to influencers to repost content when relevant
 - Post around the same times each day

- **Twitter**
 - Ideal Tweet Length: 100 characters without a link; 120 characters with a link
 - Ideal Hashtag Length: Under 11 characters; shorter if you can
 - Use 1–2 hashtags per tweet., Comment with a Retweet: 116 characters max
 - Reach out to influencers to retweet content when relevant
 - Post around the same times each day

- **Instagram**
 - Visuals must be great and eye candy as great images and videos engage
 - Use the new Stories feature to enhance posts
 - Use Relevant #Hashtags to boosts post visibility. The magic number of hashtags averages out at 11.
 - Post hashtags in comment section in the following format:
 - #fashion #ootd #ootn #streetfashion #DMV #photography



- #picoftheday #DIY #art #nyfw #beauty #style #model
- Keep the caption short
- Tagging others (i.e., people, brands, etc.) when possible may get you new eyeballs (which translates into new followers for you)
- Establish brand consistency
- Engage with your followers (i.e., questions, contest, post user-generated content etc.)
- Reach out to influencers to repost content when relevant
- Utilize Instagram ads and promote posts when necessary
- Post around the same times each day
- **Blog Posts**
 - Ideal Headline Length: 8–12 words & under 70 characters
 - Ideal Blog Post Length: 1,600 words or 7 minutes to read
 - Ideal Title Tag Length: 70 characters or fewer
 - Ideal Meta Description Length: 155 characters or fewer
- **Miscellaneous**
 - Always post with a photo/video or animated content
 - Always post during prime posting hours
 - Engage with following via comments, mentions, etc.
 - Make sure copy is as clear and concise as possible
 - Always give photo credit
 - Develop a compelling content curation strategy to still abreast of emerging trends





Appendix B - CFAE Media Community Outreach and Promotion ON-LINE RADIO, PODCAST & LANDING PAGE BLOG

In order to connect with the Fashion/Beauty community, a strong multi-media plan is a must. CFAE will incorporate both a live, weekly, streamed, on-line radio (or video) stream and podcast series, that highlights, promotes and educates the retail, private and the business of fashion. No genre or issue will be left untapped; every faction of the fashion world will be highlighted, featured and promoted. A webpage dedicated to this show, it's content and blog will be created.

The potential audience for this show, and series, will be any fashion/beauty business professional, as well as aspiring professionals, students and production workers, who contribute to the array of offerings of the fashion industry. From print to film production, design, marketing and sales — the industry is historic for being cutting edge and is always just a step ahead of the consumer. This series will be right on point to expose the latest trends, up and coming designs (and designers), photographers, stylists (both hair and wardrobe), make-up artists and retail opportunities that are of interest to each and every worker or fan of fashion.

The weekly show and podcast will be segmented into “acts”, where fashion news and headlines lead the way. Our host, or hosts, will delve into any topical issue that is applicable; i.e. this week could be Olympic warm-up design or world-wide tastes in swimwear, and how the summer games will influence buying habits for the rest of the season. A huge headline story that involves fashion would also ignite the show (such as the death of a famous designer or infamous wardrobe malfunction).

Second act will feature a young entrepreneur; whether it's a rising star in the design field or perhaps a new shoe line. Interviewing these folks, live or on the phone/skype, digs into the world deeper than any magazine article can, and also offers the audience the opportunity to interact with their contemporaries or peers.

Third act will be reserved for a profile, which will be sponsored. This executive, fashion designer, model, photographer, et al - will be solicited and sponsor the 15 minute segment, giving anyone in the business the opportunity to have their story or product highlighted. Pricing will be dictated by demand but it's another way CFAE gives back to the community, while making exposure available, and affordable. It is also a way for the organization to fund production, expansion, promotion and marketing of this series.

The show and podcast also opens the door for live event coverage (red carpets, product launches, etc.), actual staging of CFAE live events and a reliable resource (with the web page) for members of both the CFAE inner-circle and world-wide fashion community, to share ideas, marketing proposals and success stories.



With the production and editorial support of Studio 202DC and [BLIS.fm](#), the CFAE weekly show can quickly become the standard by which the community obtains its updates and features. The CFAE commissioners will also be integral in producing this show and the host/hosts and guests will all be hired and approved by the appropriate decision makers. The blog feature on the webpage enables immediate connection and editorialization on current issues; including copyright and legal affairs, protection of intellectual property, how to set the trend, production costs overseas and domestically, “fashionistas” - how they are and how they got there, etc. It’s a wonderful, and necessary, tool that could become as “go to” for the community as a daily check of their emails.

The possibilities are endless, but the results will be obvious; it’s an entertaining and educational service that does not exist currently and fill a void for the community. It also places CFAE as an industry leader and forward thinking organization that is proactively supplying content and marketing opportunities to the many businesses that make up the global fashion world.