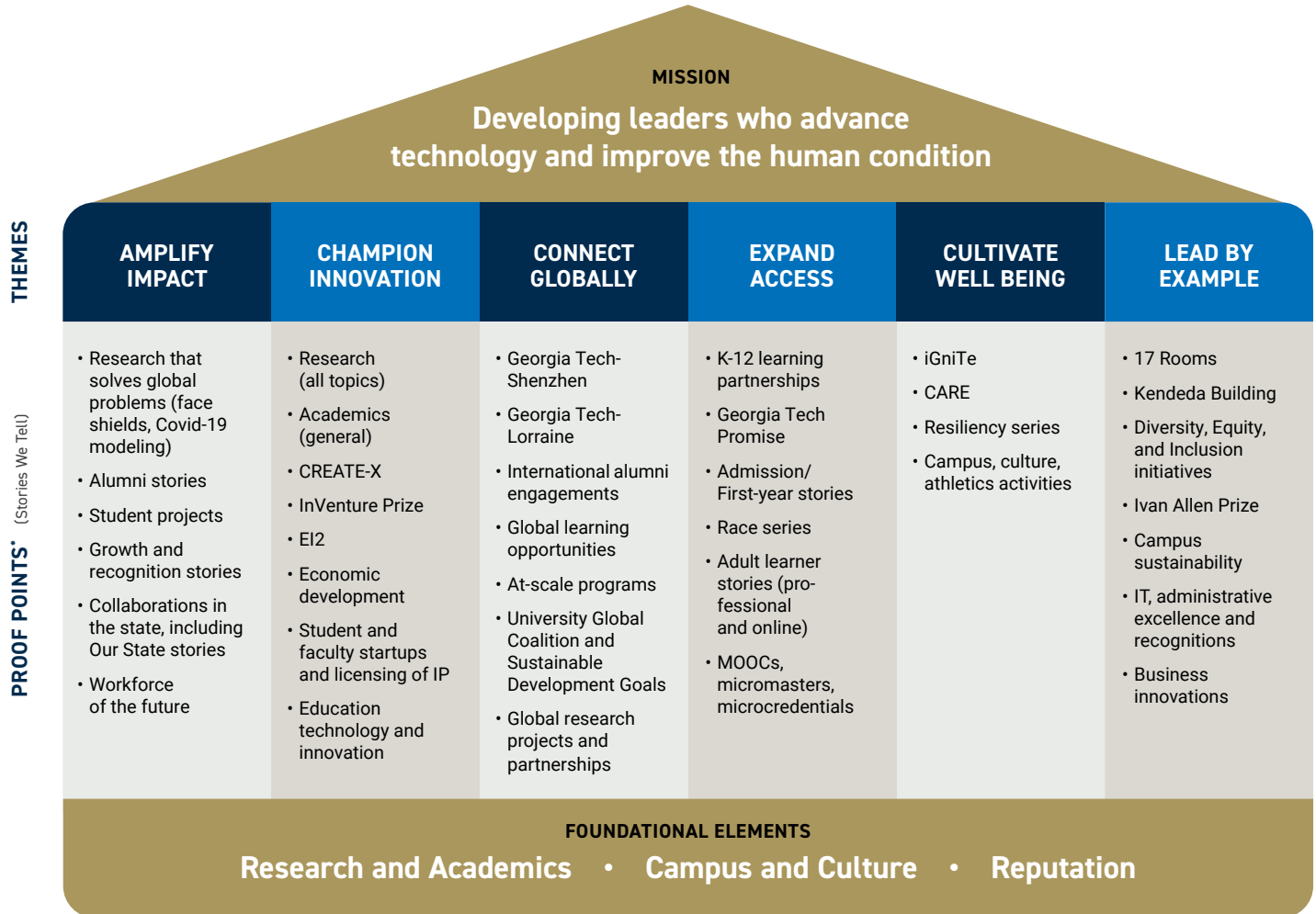


NARRATIVE AND MESSAGING



Messages are easier to grasp when they are part of a consistent, integrated, and strategic communications plan. This framework – our **“house of messages”** – offers all Georgia Tech units a set of pillars to guide content planning and creation.



* Teams will add relevant proof points throughout each year.

HOW TO USE THE NARRATIVE

- In the same way you would for an elevator speech, keep key elements of the house of messages top of mind to share anywhere, anytime about Georgia Tech so you are well equipped to educate others on what the Institute is all about.
- Include the boilerplate copy at the end of all press releases, News Center and webpage stories, and the “About” pages on websites.
- Consistently weave Institute key messages into unit-level communications plans and storytelling efforts.