

# 1. Communications Strategy & Branding

Defining the overarching vision, voice, and style for iLRN communications. Document branding guidelines, tone of voice, and alignment with XR's highly visual nature. This is the **first stop for any communications volunteer**. It is intended to reduce guesswork, ensure consistency, and empower the Social Media Chair and team to create engaging content that reflects iLRN's identity.

- Keywords: strategy, branding, identity, tone, visuals
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# 1. Mission & Messaging Alignment

*Shows how iLRN's mission, vision, and values are translated into communications. Ensures that every message reinforces the purpose of the network.*

- Keywords: mission, values, alignment, messaging, purpose

## 2. Voice & Tone Guide

*Outlines the personality of iLRN communications: professional yet approachable, global and inclusive, visionary yet practical. Provides “do’s and don’ts” for tone across channels (Codex, newsletters, social media).*

- Keywords: tone, voice, writing style, guidelines

# 3. Branding Assets

*Central source for logos, colors, typefaces, and templates. Provides download links or references to graphic packs. Ensures all communications share a unified look.*

- Keywords: logos, color palette, templates, visuals

# 4. Strategic Goals for Communications

*Defines the big-picture goals of iLRN communications: raising global visibility, supporting membership growth, strengthening partnerships, promoting scholarship, and celebrating community achievements.*

- Keywords: goals, objectives, outcomes, impact

# 5. Messaging Pillars

*Identifies recurring themes in iLRN communications (e.g., Knowledge Tree, Innovation Garden, Immersive Futures Lighthouse, Annual Conference, Awards, Community Stories). Helps writers and volunteers stay “on message.”*

- Keywords: themes, pillars, storytelling, alignment

# 6. Audience Profiles

*Defines the primary audiences for iLRN communications (scholars, practitioners, students, partners, sponsors, media). Clarifies what each audience values and how to reach them effectively.*

- Keywords: audiences, profiles, stakeholders, outreach

# 7. Visual Identity in Action

*Examples of how iLRN visuals and tone come together in practice: sample posts, newsletter excerpts, and graphics. Helps volunteers quickly see “what good looks like.”*

- Keywords: design, examples, style, templates