

MESSAGING GUIDE

HARNESS THE UNIVERSITY OF ALABAMA'S STORY TO WRITE YOUR OWN ON-BRAND MESSAGING.

STEP 1: GET INTO CHARACTER

You're about to communicate the story of The University of Alabama by creating your own on-brand messaging.

The first step is to get yourself into character. Remember, The University of Alabama is a singular human being with one voice—not a fragmented split personality that people can't recognize. So, you must start by assuming the persona of the organization. You are writing and speaking on behalf of this human personality regardless of the specifics of the message.

STEP 2: LIST YOUR EVIDENCE

Motivated by the personality and character of University of Alabama, identify the tangible evidence that is important to your message. Don't worry about creative flair, just make a list of **facts, data, events, details, people, places** and other pertinent information about the message you desire to create.

STEP 3: MAP EVIDENCE TO A DIMENSION

The University of Alabama's master narrative is defined by three storylines. Each storyline is an on-personality messaging pillar. Notice that each storyline is associated with five unique dimensions. These dimensions offer more relevant connections to what you're writing about. Your objective is to "map your evidence" and find the right dimension for your evidence. Review all of the available dimensions across the messaging platform and determine which best aligns with your message:

Influential

Continuously setting goals and standards in higher education to affect change in the local and global community.

Advanced

A broad-based education that goes beyond what is required to deliver a premier higher learning experience.

Determined

A focused goal-oriented culture that boldly pursues objectives and achieves desired outcomes.

Powerful

Using our assets and abilities to create impactful leaders and reinvest in students, faculty, and the community.

Leading-edge

A culture striving to be on the forefront of education, innovation, research, and discovery for the betterment of humanity.

Strong

A powerful resolve and confidence to lead and achieve greatness at a national level.

Established

A solid foundation and steadfast tradition that emboldens efforts and builds momentum for continuous improvement.

Forward-thinking

Planning and managing our resources to anticipate future challenges and opportunities for success.

Competitive

An ongoing expectation to achieve levels of quality and resources that surpass others in the field.

Stable

Creating a consistent experience that provides for faculty, staff, and students over time and through challenges.

Transformative

Affording the tools and opportunities to achieve potential, create change, and positively influence the world.

Empowering

Developing in students the critical thinking and citizenship skills to be agents of change.

Confident

A history of success and spirit of optimism that generates positive vision for the future.

Intelligent

Employing wise, relevant, and effective methods that take the "best and brightest" and make them "better and brighter."

Resilient

Pulling together to rise above obstacles and adapt in times of conflict and change.

STEP 4: FIND YOUR STORYLINE

Next, your chosen dimension will guide you to the best storyline for the message you're crafting. For example, an orange dimension will guide you to the corresponding orange storyline. Note that each storyline is weighted toward certain color characteristics in The University of Alabama's personality, which will influence the tone and style of your writing.



WE DELIVER LEGENDARY SUCCESS

At The University of Alabama, we take center stage as a premiere and established flagship institution that sets national and international standards in higher education. We lead through an academic tradition steeped in excellence and proud commitment to advancement that generate a powerhouse for influence beyond our walls. As leaders, we resolve to use our assets and abilities to create and accelerate success in our community and state, and make a legendary difference in the world.



OUR TRANSFORMATIVE MINDSET CREATES NEWNESS AND ADVANCEMENT

At The University of Alabama, we resolve to better our world and all the people in it through a progressive academic environment that advances innovation, research, invention, and improves community societal engagement and outcomes. Our leading-edge transformative experience and attitude affords the tools and opportunities to achieve highest potential, and sets the bar for effective service and success contribution. We maintain relevance and distinction through top-tier faculty and students who grow our vision, anticipate future needs, and create lasting impact.



OUR RESOLVE IS FORGED BY RELENTLESS DETERMINATION AND STRENGTH

At The University of Alabama, we resolve to stand the test of time through an unwavering determination to outlast and achieve. Our enduring tradition and competitive spirit promote an environment of relentless strength and support to empower a diverse community that tops the leader-boards. We greet challenges with proven values, fortitude, and battle-tested ideas to maintain preeminence and meet the changing needs of today.

STEP 5: GATHER KEYWORDS AND PHRASES

For your final step, gather appropriate keywords and phrases that align with your chosen storyline and dimension to help you in the creative-writing process. These can be any bits of content that you feel are inspiring and appropriate for your message. Refer back to the content in the strategy deliverable to assist you.

▶ LADDERING TECHNIQUE

While product type and content volume dictate your final approach to message construction, laddering is an effective technique to provide scaffolding for message development. Using this technique, you'll build the basic framework of your message using one of the following two sequences:

UP THE LADDER

1. EVIDENCE

Start by listing your evidence, or fact...

2. DIMENSION

Integrate the essence of your selected dimension...

3. STORYLINE

Finish by connecting to the main storyline.

DOWN THE LADDER

1. STORYLINE

Start by utilizing the main storyline...

2. DIMENSION

Integrate the essence of your selected dimension...

3. EVIDENCE

Finish by connecting to your evidence, or fact.