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Subject: Social Media
Date: August 10, 2016 at 7:27 AM
To: Amy Windsor amy.windsor@louisiana.edu, aaron@louisiana.edu
Cc: Scott A Farmer sfarmer@louisiana.edu



Aaron and Amy,

After several conversations, we have compiled what we think will be a better social media branding plan. Will you please take a very close look at this spreadsheet and see if there are any strategic edits or recommendations (i.e. character limitations, etc.)?

A few thoughts:

- Since it is hard to use UL without “Ragin’ Cajuns” it was impossible to have ULRaginCajuns(3 letter abbreviation) fit within the 15-character limit. 2—letter abbreviation would be too difficult for sports like Track, Soccer, Men’s Basketball, Women’s Basketball, etc.
- We opted not to use “Cajuns” as opposed to “Ragin’ Cajuns” because that is not our real name AND did not feel that we could legally protect and defend it if someone had that name already (or started misusing it).
- Since all of the sports would go to RAGINCAJUNS___ we removed UL from the main athletics account. It did not seem consistent to have the main account ULRaginCajuns and all the others look different. This means no names have UL in it...or Louisiana. I simply could not think of another way to avoid that.

I plan on presenting to the coaches this morning to give them a heads up that it is about to go final.

Thanks,

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Home of the Louisiana Ragin' Cajuns

