

October Content Theme: Brand Reintroduction & Awareness										
Tt	Content	🔗 Type	Tt	Details	📅 Post date	📄 File	Tt	Notes	🔗 Status	👤 Owner
	Brand Reintroduction & Save the Date	Email		Send to everyone	10/1/2025	File		Notes		Name
	AED is back, Convention teaser	Social media		Details	10/1/2025	File		Notes		Name
	Early registration push and scholarships	Social media		Details	10/1/2025	File		Notes		Name
	Registration hub & convention countdown	Website		Details	10/1/2025	File		Notes		Name
	Throwback & Student testimonials	Email		Send to past attendees, alumni & advisors	10/6/2025	File		Notes		Name
	100 years of impact	Social media		Details	10/6/2025	File		Notes		Name
	Student testimonial	Social media		Details	10/6/2025	File		Notes		Name
	Come for the networking, stay for the belonging	Email		Send to students, scholarship applicants, non-chapter members	10/13/2025	File		Notes		Name
	Interactive poll: what's the best part of AED: Networking, Belonging, Mentorship, Career Advancement	Social media		Details	10/13/2025	File		Notes		Name
	Provide a downloadable chapter toolkit with templates, talking points	Website		Details	10/13/2025	File		Notes		Name
	Mentor/Advisor or Chapter focus	Social media		Details	10/20/2025	File		Notes		Name
	Information on scholarships or other helpful ways for students to afford to attend the conference	Email		Send to all	10/20/2025	File		Notes		Name
	Video reel about history + centennial	Social media		Details	10/27/2025	File		Notes		Name
	Add FAQs to help students travel to the event	Website		Details	10/27/2025	File		Notes		Name