

October Content Theme: Brand Reintroduction & Awareness								
Content	Type	Details	Post date	File	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	