



REBRANDING TRANSITION GUIDE



CHECKLIST FOR REBRANDING

TO CONSIDER:

- Update mission/vision statements
- Create updated logo, brand guidelines/style guide
- Create new tagline (if necessary)
- Update all boilerplate language
- Update editorial style guide
- Update all print collateral: brochures, one-pagers, swag, tabling materials, etc.
 - Create a detailed list of all materials and due dates for each
- Update websites – all pages
 - Update all online content: all online PDFs, digital content
- Create rename/branding launch plan:
 - Transition social platforms (this is a process, especially with Facebook, that requires some time/expertise. Other platforms like Instagram and Twitter are relatively easy)
 - Create plan for renaming handles (timeline; transition plan for audience; editorial calendar with content for new brand)
 - Update handles at the same time as website launch (same day) - this must be a coordinated effort in-house. This includes name of handle(s), bio information, photos
 - Create launch day plan including written posts and images
 - Create launch day/launch ad campaign (if applicable)
 - Transition newsletter(s)
 - Newsletter redesign with new branding
 - Create a transition plan, including comprehensive strategy for transitioning to new newsletter, including language about the new brand
 - Reach out to any partners/anyone who links to you and ask them to update text/logo/etc.
 - Create comprehensive partner and/or network outreach plan
 - Create digital assets for partners (for social etc.); sample blog posts; sample social, etc. to help spread the word of your launch
 - Create emails to key partners and/or funders about rebrand/new site, etc.
 - Determine if you will include a media launch with your plan. Earned media will require its own plan
 - Write press release and distribute (if applicable)
 - Create a blog post, other content introducing new name, the whys behind
 - Can repurpose this content for blog post(s), social media, newsletter, etc.
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Transition Plan for Social Media and Newsletter

GENERAL APPROACH

For social media, your options are to: change the name on your existing properties (which is a bit more complicated on Facebook, but worth trying; changing your Twitter or Instagram handle is simple by comparison), or migrating all existing followers over to totally new social pages/handles.

In general, we recommend if possible, rather than creating new pages/handles and deleting old properties, your organization should try to convert the “old” properties to the new (via the Facebook merger/validation process, and more easily on Twitter/Instagram by changing name/handle).

Here are some resources for merging pages and changing page names on Facebook:

- [Merging two pages](#)
- [Changing page name](#)

For your newsletters, we do not recommend sending an opt-in email. We recommend a rolling announcement process where you consistently include standard opt-out language.

SAMPLE PROPOSED ROLLOUT

This transition should be made over a 2-month period as follows:

Social Media Transition:

- Month 1 –
 - Initiate the approval process with Facebook to change your Facebook page’s name
 - Design and finalize new materials (cover photo, bios, etc.) for your social pages
 - Design several announcement posts to be shared on existing platforms, including:
 - If you succeed in a Facebook merge/name change, announcing the rebrand to your followers (you’re going to see a new look, let us tell you why”);
 - If not:
 - Offer an incentive for folks to follow the new page (stickers, etc.)
 - Create urgency for the “Follow” call-to-action with the use of a deadline
- Month 2 –
 - Ultimately, if it isn’t possible to change your name on Facebook, we recommend you launch a new page 2-3 weeks before the website is live so that you can build capacity there and have the page look like a living and breathing thing when you direct existing followers over from your other properties
 - Run content designed in Month 1. Pay a lot of attention to comments and questions from your community and build in time to engage back
 - Boost posts and content according to paid ad strategy (if part of the strategy)

- Leave the older pages active for approximately 4-6 weeks after launch and refer to capacity-building advertising recommendations above for targeting the social media followers of existing brand pages and migrating them over to your new page
- Pin a post at the top of these pages that says something along the lines of: “Want to stay connected to the [your name] community? Join us at [your name] by [end date].”
- Reply to all comments and engagements on existing properties during the 4-6 week period encouraging people to come talk on the new page: e.g.: “HI @NAMEHERE – Come join our [new name] community: new name, some great conversations about [tailor to food issue they’re engaging with] LINK”

Newsletter Transition:

- Month 1 –
 - Run a blurb in your newsletters that tees up the launch of the new website (if applicable) and the rebrand. This message could come in the form of a lift note from your ED, for example
- Month 2 –
 - Send the newsletter under the new branding and make a nod to the rebrand (i.e.: through a one-liner or a fun graphic celebrating the change)

Sample Announcement Language

(for social and newsletter; edit as needed for each platform)

- Image: Square logo image with appeal – something you know your intended audience will LOVE
- Copy (long for Facebook, but appropriate in this instance):

Exciting news! In [month], [old organization name] will [what your goals are as an organization/what are going to be doing as an organization]. On our new site you will find: [Bullet out a few things your audience can find on your new website]

On [insert day/date here], the [old name] Facebook page will become [new name]! Please continue to support our community, to share the inspirational posts with your friends, and to contribute your voice to this dynamic and diverse forum through your comments.

Thanks, from the [name of the organization] team

Partner and Influencer Outreach

GENERAL APPROACH

- Refresh your list of influencers and partners who will be targeted
- Set up an outreach tracking spreadsheet to drop in notes as you monitor folks early on, and to track outreach that has been conducted once you start your rollout of your new brand/website
- Develop a webpage, Box folder, Google Drive, etc. that contains image shares and sample posts for influencers and partners to share on their networks
- Implement an outreach plan, including email outreach, a Twitter Direct Message campaign, and potential offline/phone outreach

LAUNCH

For some folks you will want to make one request at the time of launch. But for very close allies who you are comfortable asking more from, you can request 3 tweets around the time of the launch: 1 pre-launch, 1 launch, and 1 post-launch.

We recommend the following email series for close partners:

- Email 1 (2 weeks ahead): “Willing to tweet on launch day?”
- Email 2 (1-week out)
 - Partners who said yes: A reminder with sample social media content
 - Partners who didn’t respond: Make the ask again + sample social media content
- Email 3 (9am EST launch day / partners who said yes): “Here are 3 sample tweets. Thank you!”
- Email 4 (day after/partners who said yes): Reminder and/or follow-up, depending on if they’ve tweeted or posted

POST LAUNCH

Depending on the final timing of the launch, once your new brand and its social properties are live, post-launch activity should focus on:

- Shifting monitoring and engagement of partners to your new social properties
- Using any remaining products as ongoing touch points for partners and influencers who’ve been active in promoting the site/brand to date