



# Integrated Social Media Plan

for Rematriation Magazine & Media



What is Rematriation?



Presented by: MEGO PR



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# Executive Summary

Rematriation Magazine and Media is an Indigenous, female-led multimedia storytelling platform. We were tasked with increasing general awareness for RMM. In doing so, MEGO PR wants to help RMM achieve two business goals. The first is to build awareness for Rematriation as a national organization and movement. Secondly, we aim to increase awareness about Rematriation and Indigenous lives and stories by providing secondary and higher education systems with better language surrounding topics about Indigenous culture.

We have a magazine that is only reaching the people who actively “care” about this topic. First, we must ask if Rematriation Magazine and Media wants to reach other Indigenous nations, aside from the Haudenosaunee. If they want to reach other nations, we must look past Central New York to spread awareness. Right now, the only way that people are reaching Rematriation is by searching up the website or topic. We want to make it so that people come across this almost randomly, in order to gain more website/magazine views and spread general awareness. The magazine is only reaching Indigenous peoples which needs to change.



# Executive Summary

## Continued

Rematriation's mission is to help the Indigenous community reclaim their narrative. This begins in the classroom because Indigenous history and culture is not discussed enough in educational systems and the stories are rarely told through Indigenous voices. We want to bring the stories and voices of Rematriation to educational settings to teach students about Indigenous history, life, ways and spirituality.

To best represent Rematriation, we plan to reach out to several organizations and brands, update social media platforms, cross promote the magazine and guest speak to varying target audiences. We identified several target audiences and developed strategies and tactics to achieve the business objectives.





# Client Profile

Rematriation Magazine is a Haudenosaunee-led multimedia digital-storytelling platform founded in 2017 by Michelle Schenandoah. Schenandoah developed a space where the digital content of Indigenous, specifically women, voices, lives, and open discussion is encouraged. Rematriation is an initiative fostering Haudenosaunee and Indigenous women's stories and educating the public. The magazine has an open and rolling submission format, encouraging people across all of Turtle Island (North America) to contribute and engage with content.

Rematriation's mission statement reads, "We support the full sovereign expression of all our Indigenous relatives and believe that it is through the process of rematriation that we reclaim our identity, our culture and our ways." Rematriation's duty stems from the recovery and reclamation of the lands, lives and voices of Indigenous peoples. Rematriation seeks to spread Indigenous values and their unique relationship with the Earth that, by nature, support gender equality and environmental sustainability, and therefore advocate for pressing topics.



# Client Profile Continued

Rematriation seeks to educate people, shift narratives, encourage discussion and build allies by driving Indigenous voices to the forefront of the media. Varying digital content lives on RMM's digital magazine and media platforms. Their content includes articles, videos, films, podcasts, art and more. Along with this, members at Rematriation host in-person and virtual presentations.

Ideally, Rematriation will gain national awareness and the general public will become more properly educated on Indigenous culture. The magazine hopes to have the word "Rematriation", returning the sacred to the mother, become a known subject and restore balance to the world.







# Problem & Opportunity Statement

Rematriation Magazine & Media has made it its mission to serve as an empowering voice for Indigenous women. Through its digital and in-person initiatives and events, Rematriation has formed a unique community. However, Rematriation has not systematically optimized their online presence nor consistently engage with their social media audiences.

By optimizing its social media presence, Rematriation can better appeal to Indigenous women and nations all across North America. By emphasizing education and general awareness, Rematriation can connect with school systems, universities, Indigenous conferences and other semi-public forums to promote its organization and mission. Reaching out to social media influencers for partnerships, connecting with other existing organizations on LinkedIn and creating a Facebook group could boost Rematriation's online audience and make it a more popular destination for Indigenous women.



# SWOT Analysis

<div><h2>Strengths</h2><ul style="list-style-type: none"><li>• Reputation in Central New York Indigenous culture</li><li>• Specialization in women empowerment within the context of the Indigenous community</li><li>• Variety of services and multimedia products</li><li>• Inclusivity and diversity</li><li>• Inner understanding of love, passion and peace within the organization and audience</li></ul></div>	<div><h2>Weaknesses</h2><ul style="list-style-type: none"><li>• Need further social media expansion and optimization</li><li>• Lack of visual promotion and video storytelling on social media</li><li>• Infrequent updating of daily posts on social platforms</li><li>• The majority of posts are event-based</li><li>• Possible to result in some gender bias</li></ul></div>
<div><h2>Opportunities</h2><ul style="list-style-type: none"><li>• Build partnerships with influencers, organizations, secondary and higher education programs</li><li>• Product innovation and cross-platforms promotion</li><li>• Raise national awareness and brand recognition</li><li>• Contextualize and spread the definition of the term Rematriation</li></ul></div>	<div><h2>Threats</h2><ul style="list-style-type: none"><li>• Existing and emerging competitors such as Muskrat Magazine</li><li>• Insufficient engagement on social media platforms</li><li>• Under the global pandemic, in-person activities have been affected</li><li>• Only some effective call-to-action toward historical significance</li></ul></div>





# Audience:

## Target Public Profiles

# Regina Thompson

## PROFILE

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**Profile:** Women Empowerment Project member at Syracuse University

**Age:** 21

**Gender:** Female

**Occupation:** Student

**Status:** Single

**Hometown:** Haverford, PA

**Current location:** Syracuse, NY



## MOTIVATIONS

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As a group leader of the WE Project at Syracuse University, Regina wants to encourage members of the organizations and in her community to drive conversation about gender equality. She wants the dialogue to be open to all people of all genders, races and backgrounds.

Regina is passionate about political newscasting. Men still dominate the news, entertainment and digital journalism world, but Regina wants to inspire WE Project members through women active in the communications field.

As a political science minor, Regina is passionate about discussing and combatting social injustice on a systemic level.

## GOALS

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- Find more women as guest speakers for WE Project
- drive conversation of intersectionality
- Network with more women in communications and politics
- Wants to graduate college and start working in summer 2023
- Her dream job would be working for a national, political news channel
- wants to see more female representation, especially minority women, in communications
- Inspire and encourage fellow female, college students in their future careers
- advocate change in gender inequality
- Drive the conversation of intersectionality, and gender equality for minority women.

## EDUCATION AND ORGANIZATIONS

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- Junior at Syracuse University
- Bachelor of science in broadcast digital journalism, with a minor political science
- active member in the WE Project since Spring 2020 and group leader since Spring 2021
- active member in Alpha Chi Omega sorority at Syracuse University
- active member of Equal Time Magazine, a feminist and lifestyle magazine

## WE PROJECT DESCRIPTION

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The Women's Empowerment Project, commonly known as the WE Project, is a series of events that feature guest speakers in various industries. It is dedicated to pushing the momentum towards gender equality through inspiration, education, conversation and action.

# Carrie Crawford

## PROFILE

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Potential Content Contributor at  
Rematriation Magazine and Media

Member of the Dakota Nation

Age: 30

Gender: Female

Occupation: Journalist and Writer

Status: Single

Hometown: Winnipeg, CA

Current location: Vancouver, CA



## MOTIVATION

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Carrie has built her career on reporting the news accurately with a high-level of integrity. Carrie is passionate about delivering news that will protect and aid Indigenous peoples and women living in Canada. Carrie also enjoys writing about culture and cultural events, which is why she would be an ideal contributor for a magazine like Rematriation. Being an indigenous person, Carrie is also very concerned about issues that pertain to her nation and her culture. Carrie takes pride in representing Indigenous women through her work in journalism.

## EDUCATION AND ORGANIZATIONS

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- Bachelor of Arts in English at the University of British Columbia
- Long-time member of the Canadian Association of Journalists
- Contributor for the Vancouver Sun
- Reporter for CTV News

## ROLE AS A CULTURE WRITER

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Carrie has loved professionally writing. In addition to writing about important events and breaking news, Carrie writes about cultural topics for her publications. In her cultural articles, she spends much of her time speaking with Indigenous women, leaders of nations and other advocates. Carrie chooses the stories that she believes are the most meaningful to her and her community.

## GOALS

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Just like Rematriation's founder Michelle Schenandoah, lack of Indigenous representation in popular culture led Carrie to want to contribute to a magazine for Indigenous women. Carrie's main goal in her career is to advocate for the safety of Indigenous women. Carrie is also passionate about the goals of her Dakota Nation, to aid and bring overall advocacy towards the wellbeing of the planet.

# Gregory Wilson

## PROFILE

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**Age:** 53  
**Gender:** Male  
**Race:** African American  
**Hometown:** Bloomfield Hills, MI

## VALUES

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Compassion  
Family  
Honesty  
Teamwork  
Spirituality

## EDUCATION AND ORGANIZATIONS

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- Wilson graduated from University of Phoenix in 1991. He majored in environmental engineering with a minor in public communications.
- Wilson received his high school diploma from Bloomfield Hills High School in 1987

## PASSIONS AND EMPLOYMENT

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Wilson currently works as a senior communications associate at the U.S. Climate Alliance in Detroit, MI office.

ON weekends, Wilson enjoys participating in community service activities to help protect the planet. For example, he volunteers his time at the Great Lakes Organization, picking up trash.

Wilson has his own blog called "Helping Mother Nature" where he writes about global environmental crises and ways readers can take action.



## GOALS AND ASPIRATIONS

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He is passionate about preventing climate change. He firmly believes all generations must work together to have a chance at saving the planet and environment.

He has always been interested in world cultures and seeing first hand the landscapes the globe has to offer. After finishing his time at the USCA, Wilson plans to backpack through Europe and Southeast Asia.





# The Plan:

Goals, Objectives, Strategies and  
Tactics



## **Goal 1:**

**Build awareness for Rematriation as a national organization and a movement.**

**Objective 1:** By the end of 2022, have at least two mentions of RMM by major publications or organizations

**Strategy 1.1:** Reach out to Native News and have them post RMM content

**Tactic 1:** Reach out to Native News through one of their social media platforms

**Tactic 2:** Reach out to Native News through a secondary social media platform

**Tactic 3:** Communicate with Native News by email

**Tactic 4:** Communicate with Native News by sending them a pitch in the form of a letter



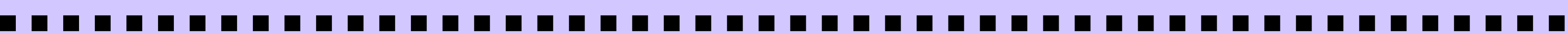
**Strategy 1.2:** Reach out to individual journalists or blog writers who cover topics that relate to RMM

**Tactic 1:** Send a pitch to a journalist who consistently writes about women empowerment

**Tactic 2:** Send a pitch to a journalist who is passionate about and consistently writes about climate change

**Tactic 3:** Send pitch to blog writers who focus on women empowerment

**Tactic 4:** Reach out to a journalist who specializes in Indigenous peoples culture



**Objective 2:** Have at least one verified social account mention RMM or retweet RMM content by the end of June 2022

**Strategy 2.1:** Reach out to influencers who are passionate about Indigenous peoples culture/issues



**Tactic 1:** Instagram DM (direct message) a male influencer who is passionate about Indigenous peoples culture

**Tactic 2:** Instagram DM a female influencer who is passionate about Indigenous peoples culture and has under one million Instagram followers

**Tactic 3:** Message an influencer on Tik Tok that is passionate about Indigenous peoples culture

**Tactic 4:** Instagram DM a female influencer who is passionate about indigenous peoples culture who have at least one million Instagram followers

**Strategy 2.2:** Reach out to influencers and organizations who are passionate about women empowerment and environmental protection

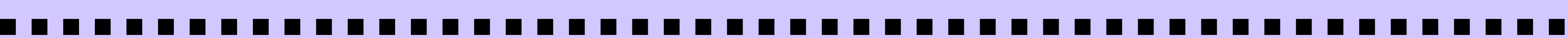




**Tactic 1:** Instagram DM (direct message) a female influencer who is passionate about Indigenous women's issues and climate issues

**Tactic 2:** Instagram DM a female influencer who is passionate about women's issues and women empowerment

**Tactic 3:** Instagram DM (direct message) a female influencer who is passionate about Indigenous women's issues and climate issues



**Objective 3:** Reach out to organizations, conventions, venues, etc. for members of the Rematriation team to guest speak

**Strategy 3.1:** Reach out to National Native American Events about RMM



**Tactic 1:** Reach out to Partake in the Self-Governance Communication and Education Tribal Consortium Advisory Committee Meeting through their contact Mandi Johnson

**Tactic 2:** Reach out to participate in the 40th Annual Protecting Our Children Conference through the contact Lauren Shapiro about registration

**Tactic 3:** Reach out to AAE Speakers on their "contact" page and apply as talent



## **Goal 2:**

**Increase awareness by providing secondary and high education associations with better language and narratives surrounding topics about indigenous cultures.**

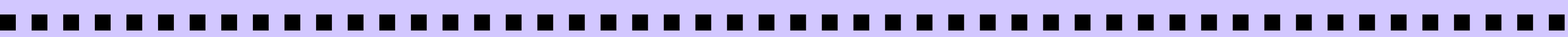
**Objective 1:** Having one education board member in communication with RMM by 6/30/2022

**Strategy 1.1:** Reach out to public school boards of education in the state of New York

**Tactic 1:** Reach out to the Onondaga school district board of education

**Tactic 2:** Reach out to New York State Education Department via email and phone

**Tactic 3:** Reach out to Syracuse City School District via Email



**Objective 2:** Present/guest speak on RMM's message and Indigenous people's history at at least five secondary or higher education schools by the end of 2022

**Strategy 2.1:** Reach out to Native American and Indigenous studies collegiate level programs to speak to students

**Tactic 1:** Reach out to associate professor of Philosophy of Education and American Indian and Indigenous Studies at Cornell University

**Tactic 2:** Reach out to Associate Professor and Interim Director of Native American and Indigenous Studies at Syracuse University

**Tactic 3:** Reach out to associate professor history and the co-director of the Native Studies Forum at New York University

**Tactic 4:** Reach out to professor who specializes in Native American and Indigenous Studies at Buffalo University, with a focus on Haudenosaunee





**Strategy 2.2:** Reach out to faculty working in environmental, women and gender or educational studies at universities

**Tactic 1:** Reach out to the women and gender studies department chair at Syracuse University

**Tactic 2:** Reach out to the Cultural Foundations of Education professor at Syracuse University

**Tactic 3:** Reach out to the coordinator of women and genders studies at SUNY Geneseo

**Tactic 4:** Reach out to the faculty of the Environment, Sustainability and Policy program at Syracuse University

**Objective 3:** 10% increase in engagement on social media related to Indigenous people's history and education by July 2022



**Strategy 3.1:** Increase awareness by providing secondary and higher education associations with better language surrounding topics about Indigenous cultures.

**Tactic 1:** Improve LinkedIn page with more updated content

**Tactic 2:** Make LinkedIn connections with other Indigenous organizations

**Tactic 3:** Make LinkedIn connections with universities and students

**Tactic 4:** Promote LinkedIn page through other socials (Twitter, Facebook and Instagram)

**Strategy 3.2:** Increase engagement for education content on Rematriation's Facebook page

**Tactic 1:** Create a Facebook group that is an educational setting to host open discussions for members

**Tactic 2:** Encourage people to follow and join the Facebook group



**Tactic 3:** Post Facebook educational stories frequently

**Tactic 4:** Post more engaging content more frequently





# Budget

## MEGO Public Relations Integrated Social Media Plan Budget

Item	Per Item Cost	Projected Items	Actual Projected
Background Research	\$0	\$0	\$0
Competition Research	\$0	\$0	\$0
Audience Personas	\$0	\$0	\$0
Social Media Audit	\$0	\$0	\$0
Categorized Social Media Analytics Report	\$0	\$0	\$0
Categorized Editorial Calendar	\$0	\$0	\$0
Email Content Mockups	\$0	\$0	\$0
Digital Content Mockups	\$0	\$0	\$0
Mailed Letter Mockups	\$0	\$0	\$0
Budget and Labor Fees	\$0	\$0	\$0
Stock Art and Social Media Templates	\$0	\$0	\$0
Final Report Template	\$0	\$0	\$0
Itemized Costs	\$0		
Final Projected Cost	\$0		





# The MEGO PR TEAM

## PROFILES



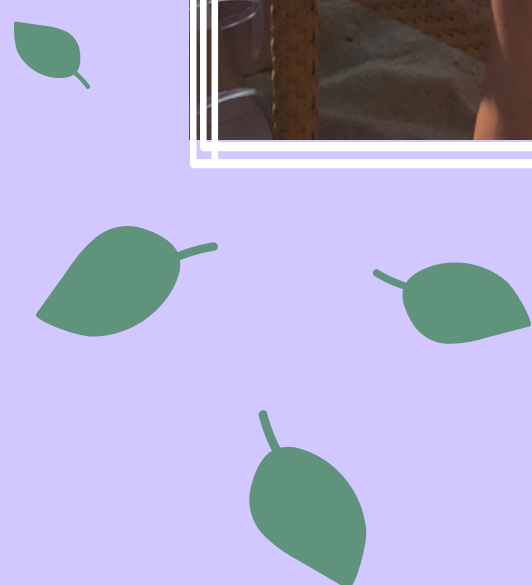
### Mengyao Wang

I am currently a Chinese undergraduate student at Syracuse University studying Public Relations major and minors in Communication & Rhetorical Studies. I have a strong passion for exploring cross-cultural communication and embracing diversity and inclusion in this world. I also have an interest in specializing in PR practices in branding and integrated marketing communication initiatives to deliver deeper insights and creative, influential campaigns.



### Olivia Weeks

I am currently a sophomore pursuing a degree in Public Relations in the S.I. Newhouse School of Public Relations at Syracuse University. I am from Boston, MA and am 20 years old. I have a special interest in the fashion, music or entertainment industry.

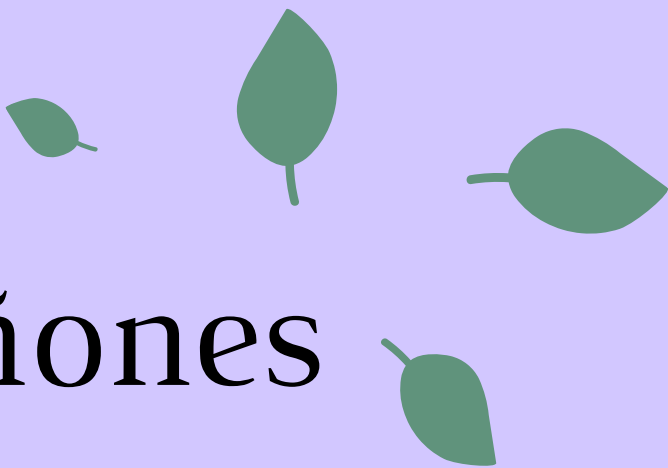






# The MEGO PR TEAM

## PROFILES



### Esteban Quiñones



I am a sophomore from New York City, and I am a public relations student at the S. I. Newhouse School of Public Communications. I speak English and Spanish and I am also pursuing minors in German and History. My love for media, writing and current events has led me to Syracuse. I enjoy traveling, and I intend to bring my cross-cultural experiences in New York and other places to help promote diversity and inclusion wherever I go.

### Grace Smith



I am a sophomore from Chicago, IL studying public relations in the S.I. Newhouse School of Public Communications, with a minor in Chinese. My passion for traveling and world cultures stems from my experiences growing up in Hong Kong, Shanghai, and Singapore. I have been speaking Chinese since the age of ten and plan to bring this unique skill and perspective into the workplace.





# Appendix



REMatriation MEGAZINE & MEDIA

The logo for Rematriation, featuring two stylized human figures in purple and green, facing each other with their arms raised, forming a heart shape. A small golden bird is perched on the green figure's arm.

Returning Sacred to the Mother

Rematriation, an Indigenous women’s multi-media digital magazine, aims to spread indigenous people’s culture, spirituality and history and also promote the concept of rematriation, returning the sacred to the mother, nationally by telling stories of the relationship between Indigenous people and the land.

WHO WE ARE

Rematriation is “a storytelling platform where Indigenous women gather for collective healing from historical as well as current traumas.” The digital platform is headquartered in Oneida, NY, and was founded by Michelle Schenandoah in 2019.

An illustration of a group of five Indigenous women standing together, smiling and raising their arms in a celebratory gesture. They are wearing traditional-style clothing in various colors.

An illustration of a dark purple heart containing four white, four-pointed stars of varying sizes.

WHY WE ARE HERE

Rematriation seeks to spread awareness and knowledge of Indigenous culture stories and history. We impact people by increasing their consciousness of Indigenous culture, as well as push for women empowerment and environmental protection.

WHAT WE SERVE

The major products and services of RMM include the following: film production, graphic design, community engagement, storytelling, digital events and festivals as well as promotional and informative articles.

An illustration of a black video camera with a white lens and a small screen on the side.

HOW WE DO

An illustration of a light brown hand holding a small green plant with two leaves and a brown pot.

Rematriation seeks to spread their message to Haudensaunee and other indigenous nations, educational institutions, women empowerment groups, environmental activists (ex: U.S. Climate Alliance), national news outlets, online creators with larger following and allies.

WHERE TO FIND US

Rematriation promotes its social presence on its website as well as social media platforms such as Facebook, Instagram, LinkedIn, Twitter, Vimeo, and SoundCloud.

An illustration of three social media icons: a white thumbs-up icon, a white heart icon, and a white speech bubble icon, all on a dark purple background.

# Goal 1:           Template for 1.1.1



**DATE**                           6/1

**SUBJECT**                   Goal 1 Objective 1 Strategy 1



## Instagram DM *to @nativenewsonline*

Hello! We are Rematriation Magazine & Media, a female-led digital, multimedia storytelling platform for Indigenous peoples. Our founder, Michelle Schenandoah, was inspired to start RMM to create a platform for Indigenous female voices in the media. We are confident that a partnership between Native News Online and RMM would bring our loyal subscribers to you, as well as expose your readers to our unique, female-driven content. We have many exciting things coming up at RMM that we would love to share with your team. For more information about Rematriation, please check out the following....

website:

<https://rematriation.com>

Facebook:

<https://www.facebook.com/Rematriation>

Linkedin:

<https://www.linkedin.com/company/rematriationmagazine>

Feel free to contact us through our email:

[together@rematriation.com](mailto:together@rematriation.com)

The RMM team is greatly looking forward to this potential collaboration!

# Goal 1:      Template for 1.1.2



## SUBJECT

Goal 1 Objective 1 Strategy 1



## Facebook Message *to @nativenewsonline*

Hello! We are Rematriation Magazine & Media, a female-led digital, multimedia storytelling platform for Indigenous peoples. Our founder, Michelle Schenandoah, was inspired to start RMM to create a platform for Indigenous female voices in the media. We are confident that a partnership between Native News Online and RMM would bring our loyal subscribers to you, as well as expose your readers to our unique, female-driven content. We have many exciting things coming up at RMM that we would love to share with your team. For more information about Rematriation, please check out the following....

website:

<https://rematriation.com>

Instagram:

<https://www.instagram.com/rematriationmagazine/>

Linkedin:

<https://www.linkedin.com/company/rematriationmagazine>

Feel free to contact us through our email:

[together@rematriation.com](mailto:together@rematriation.com)

The RMM team is greatly looking forward to this potential collaboration!



# Goal 1:     Template for 1.1.3



DATE           6/8

SUBJECT       Goal 1 Objective 1 Strategy 1

## Email



To :           editor@nativenewsonline.net

Subject :      Rematriation Magazine & Media

Dear Native News Online Editor,

I am a member of the Rematriation Magazine & Media team, reaching out to you at Native News Online to present a unique opportunity through a future collaboration between our two platforms. RMM a female-led digital, multimedia storytelling platform for Indigenous peoples, headquartered in Oneida, NY. Our founder, Michelle Schenandoah, was inspired to create RMM in 2019 to create a platform for Indigenous female voices in the media. RMM seeks to spread its message to the Haudensaunee and other indigenous nations, educational institutions, women empowerment groups, and environmental activists. The message of RMM impacts a much larger population than just indigenous peoples, playing a major role in what makes RMM so special.

We are confident that a partnership between Native News and RMM would bring our supporters to you, as well as expose your readers to our unique content. We have many exciting things coming up at RMM that we would love to share with your team. We would love to hop on a quick phone call or zoom meeting and discuss a Native News Online and RMM crossover. Michelle would be happy to speak to you or any Native News Online employees to further explain the mission of RMM for potential interview content. We are very excited for this potential collaboration and hope to hear from you soon!

Sincerely,  
the Rematritation Magazine & Media team

Send Now

# Goal 1:     Template for 1.1.4



## Rematriation

Email: [rogether@rematriation.com](mailto:rogether@rematriation.com)  
Website: [rematriation.com](http://rematriation.com)

Native News Online  
4401 Lomas Blvd.  
Suite C Albuquerque, NM 87110

**Dear Native News Online,**

I am a member of the Rematriation Magazine & Media team, reaching out to you at Native News Online to present a unique opportunity through a future collaboration between our two platforms. RMM a female-led digital, multimedia storytelling platform for Indigenous peoples, headquartered in Oneida, NY. Our founder, Michelle Schenandoah, was inspired to create RMM in 2019 to create a platform for Indigenous female voices in the media. RMM seeks to spread its message to the Haudensaunee and other indigenous nations, educational institutions, women empowerment groups, and environmental activists. The message of RMM impacts a much larger population than just indigenous peoples, playing a major role in what makes RMM so special.

We are confident that a partnership between Native News and RMM would bring our supporters to you, as well as expose your readers to our unique content. We have many exciting things coming up at RMM that we would love to share with your team. We would love to hop on a quick phone call or zoom meeting and discuss a Native News Online and RMM crossover. Michelle would be happy to speak to you or any Native News Online employees to further explain the mission of RMM for potential interview content. We are very excited for this potential collaboration and hope to hear from you soon!

Sincerely,  
**the Rematritation Magazine & Media team**

DATE	6/12
SUBJECT	Goal 1 Objective 1 Strategy 1



DATE 6/3

SUBJECT Goal 1 Objective 1 Strategy 2

LINKEDIN MESSAGE

Hello Ms Brown! We are Rematriation Magazine & Media, a female-led digital, multimedia storytelling platform for Indigenous peoples. The RMM team has been a fan of your work for some time now, especially your writing about women empowerment, more specifically, the International Women's Media Foundation.

Our founder, Michelle Schenandoah, was inspired to start RMM to create a platform for Indigenous female voices in the media. We see many similarities in the passion and values of both RMM and yourself. We would love for you to check out our website and socials to show you that an RMM story would provide your readers with new, relevant content. Michelle would also be happy to hop on a phone call to give you more insight. The RMM team is greatly looking forward to this potential collaboration!

website: <https://rematriation.com>  
Facebook: <https://www.facebook.com/Rematriation>  
Linkedin: <https://www.linkedin.com/company/rematriationmagazine>

Feel free to contact us through our email: [together@rematriation.com](mailto:together@rematriation.com)

The RMM team is greatly looking forward to this potential collaboration!

Rematriation



# Goal 1:

## Infographic for 1.2.2



DATE 6/3

SUBJECT Goal 1 Objective 1 Strategy 2

### Email



To: info.ejn@internews.org

Subject: Rematriation Magazine & Media

Dear Earth Journalism Network,

I am a member of the Rematriation Magazine & Media team, reaching out to present a unique opportunity through a future collaboration between our two platforms. RMM a female-led digital, multimedia storytelling platform for Indigenous peoples, headquartered in Oneida, NY. RMM seeks to spread its message to the Haudensaunee and other indigenous nations, educational institutions, women empowerment groups, and environmental activists. Indigenous nations across the United States aim to help protect the environment each and every day.

We see many similarities in the passion and values of both RMM and yourself. We would love for you to check out our website and socials to show you that an RMM story would provide your readers with new, relevant content. Our founder, Michelle Schenandoah, would also be happy to hop on a phone call to give you more insight. The RMM team is greatly looking forward to this potential collaboration!

Sincerely,  
the Rematritation Magazine & Media team

Send Now





DATE                      6/3

SUBJECT                      Goal 1 Objective 1 Strategy 2

Email



To :                      @liveyourdream.org

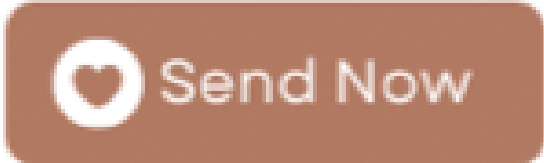
Subject :                      Rematriation Magazine & Media

Dear Your Dream Blog Team,

I am a member of the Rematriation Magazine & Media team, reaching out to present a unique opportunity through a future collaboration between our two platforms. RMM a female-led digital, multimedia storytelling platform for Indigenous peoples, headquartered in Oneida, NY. RMM seeks to spread its message to the Haudensaunee and other indigenous nations, educational institutions, women empowerment groups, and environmental activists. Our founder, Michelle Schenandoah, was inspired to start RMM to create a platform for Indigenous female voices in the media.

We would love for you to check out our website and socials to show you that an RMM story would provide your readers with new, relevant content. Michelle would also be happy to hop on a phone call to give you more insight. The RMM team is greatly looking forward to this potential collaboration!

Sincerely,  
the Rematritation Magazine & Media team



DATE 6/3

SUBJECT Goal 1 Objective 1 Strategy 2

## FACEBOOK MESSAGE

Hello Ms Hansen! We are Rematriation Magazine & Media, a female-led digital, multimedia storytelling platform for Indigenous peoples. The RMM team has been a fan of your work for some time now, especially your writing about indigenous peoples history and enviornmental protection.

Our founder, Michelle Schenandoah, was inspired to start RMM to create a platform for Indigenous female voices in the media. We see many simillarites in the passion and values of both RMM and yourself. One of our main goals at RMM is to ensure indigenous peoples' passion for enviornmental protection is shared with the world. We would love for you to check out our website and socials to show you that an RMM story would provide your readers with new, relevant content. Michelle would also be happy to hop on a phone call to give you more insight. The RMM team is greatly looking forward to this potential collaboration!

website: <https://rematriation.com>

Facebook: <https://www.facebook.com/Rematriation>

Linkedin: <https://www.linkedin.com/company/rematriationmagazine>

Feel free to contact us through our email: [together@rematriation.com](mailto:together@rematriation.com)

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Rematriation

DATE

6/2

SUBJECT

Goal 1 Objective 2 Strategy 1



## Instagram DM to @xiuhtezcatl

Hello! We are Rematriation Magazine & Media, a female-led digital, multimedia storytelling platform for Indigenous peoples. Our founder, Michelle Schenandoah, was inspired to start RMM to create a platform for Indigenous female voices in the media. The RMM team has been a fan of your page for a while now and are confident that a partnership between us would greatly benefit your platform.

The mutual love and passion between our followers for indigenous peoples culture creates the perfect partnership. RMM's loyal subscribers will be exposed to your inspiring content. We have many exciting things coming up at RMM that we would love to share with you, as well as make you a part of. The RMM team is greatly looking forward to this potential partnership! For more information about Rematriation, please check out the following...

website:

<https://rematriation.com>

Instagram:

<https://www.instagram.com/rematriationmagazine/>

LinkedIn: <https://www.linkedin.com/company/rematriationmagazine>

Feel free to contact us through our email: [together@rematriation.com](mailto:together@rematriation.com)



DATE

6/2

SUBJECT

Goal 1 Objective 2 Strategy 1



Instagram DM

to @sarainfox

Hello! We are Rematriation Magazine & Media, a female-led digital, multimedia storytelling platform for Indigenous peoples. Our founder, Michelle Schenandoah, was inspired to start RMM to create a platform for Indigenous female voices in the media. The RMM team has been a fan of your page for a while now and are confident that a partnership between us would greatly benefit your platform.

The mutual love and passion between our followers for indigenous peoples culture creates the perfect partnership. RMM's loyal subscribers will be exposed to your inspiring content. We have many exciting things coming up at RMM that we would love to share with you, as well as make you a part of. The RMM team is greatly looking forward to this potential partnership! For more information about Rematriation, please check out the following...

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Feel free to contact us through our email: [together@rematriation.com](mailto:together@rematriation.com)





DATE

6/2

SUBJECT

Goal 1 Objective 2 Strategy 1



TikTok Message

to @itzeaglee

Hello! We are Rematriation Magazine & Media, a female-led digital, multimedia storytelling platform for Indigenous peoples. Our founder, Michelle Schenandoah, was inspired to start RMM to create a platform for Indigenous female voices in the media. The RMM team has been a fan of your page for a while now and are confident that a partnership between us would greatly benefit your platform.

The mutual love and passion between our followers for indigenous peoples culture creates the perfect partnership. RMM's loyal subscribers will be exposed to your inspiring content. We have many exciting things coming up at RMM that we would love to share with you, as well as make you a part of. The RMM team is greatly looking forward to this potential partnership! For more information about Rematriation, please check out the following...

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Instagram:

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LinkedIn: <https://www.linkedin.com/company/rematriationmagazine>

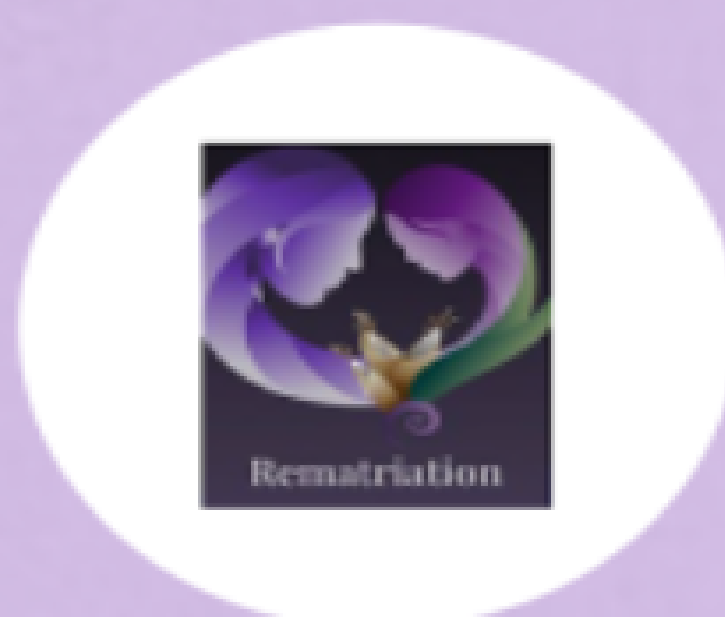
Feel free to contact us through our email: [together@rematriation.com](mailto:together@rematriation.com)

# Goal 1: Template 2.1.4



DATE 6/2

SUBJECT Goal 1 Objective 2 Strategy 1



## TikTok Message to @shinanova

Hello! We are Rematriation Magazine & Media, a female-led digital, multimedia storytelling platform for Indigenous peoples. Our founder, Michelle Schenandoah, was inspired to start RMM to create a platform for Indigenous female voices in the media. The RMM team has been a fan of your page for a while now and are confident that a partnership between us would greatly benefit your platform.

The mutual love and passion between our followers for indigenous peoples culture creates the perfect partnership. RMM's loyal subscribers will be exposed to your inspiring content. We have many exciting things coming up at RMM that we would love to share with you, as well as make you a part of. The RMM team is greatly looking forward to this potential partnership! For more information about Rematriation, please check out the following...

website:

<https://rematriation.com>

Instagram:

<https://www.instagram.com/rematriationmagazine/>

LinkedIn: <https://www.linkedin.com/company/rematriationmagazine>

Feel free to contact us through our email: [together@rematriation.com](mailto:together@rematriation.com)



# Instagram DM

To: @quannah.rose

Hello, we are Rematriation Magazine & Media, an digital media initiative meant to empower the stories of Indigenous women. Protection of the environment is central to our culture and our mission as an organization. We bring together a community of Indigenous women from all over North America who share the same goals, issues and concerns.

We would like to form a partnership between Rematriation and your page. We love your content and the community you have been able to form for yourself. A partnership between us would bring our community to your page and drive up your engagement. The partnership would also help us spread our vital mission of empowering Indigenous women. For more information about us, please check out the following. We look forward to hearing from you!

<https://rematriation.com/>

Facebook: <https://www.facebook.com/Rematriation/>

Instagram:

<https://www.instagram.com/rematriation.magazine/?hl=en>





# Instagram DM

To: @makerswomen

Hello, we are Rematriation Magazine & Media, an digital media initiative meant to empower the stories of Indigenous women. Protection of the environment is central to our culture and our mission as an organization. We bring together a community of Indigenous women from all over North America who share the same goals, issues and concerns.

We would like to form a partnership between Rematriation and your page. We love your content and the community you are forming that works to further empower women and their stories. A partnership between us would bring our community to your page and drive up your engagement. The partnership would also help us spread our vital mission of empowering Indigenous women and serving our nations and our community. For more information about us, please check out the following. We look forward to hearing from you!

<https://rematriation.com/>

Facebook: <https://www.facebook.com/Rematriation/>

Instagram:

<https://www.instagram.com/rematriation.magazine/?hl=en>



# Instagram DM

To: @for\_the\_love\_of\_earth

Hello, we are Rematriation Magazine & Media, an digital media initiative meant to empower the stories of Indigenous women. Protection of the environment is central to our culture and our mission as an organization. We bring together a community of Indigenous women from all over North America who share the same goals, issues and concerns.

We would like to form a partnership between Rematriation and your page. We love your content and the community you are forming that works towards an environmentally-friendly world. A partnership between us would bring our community to your page and drive up your engagement. The partnership would also help us spread our vital mission of empowering Indigenous women and serving our nations and our community. For more information about us, please check out the following. We look forward to hearing from you!

<https://rematriation.com/>

Facebook: <https://www.facebook.com/Rematriation/>

Instagram: <https://www.instagram.com/rematriation.magazine/hl=en>



## Email

To: [mandij@trivalsegov.org](mailto:mandij@trivalsegov.org)  
Subject: Self-Governance and  
Education Tribal Consortium Advisory  
Committee Meeting

Dear Mandi Johnson,  
I am reaching out to you today on behalf of Rematriation Magazine & Media, a digital initiative promoting the culture, stories and traditions of Indigenous women. Education is central to our mission and we seek to partner with other Indigenous organizations that share the same values to spread the stories that are meaningful to all of us.

We would love to partake in the Self-Governance and Education Tribal Consortium Advisory Committee Meeting. You all along with our talented team of storytellers would help us all continue to reflect on our own experiences and shift important narratives. Please do not hesitate to reach out with questions or requests.

Sincerely,  
the Rematriation Magazine & Media team





## Email

To: [training@nicwa.org](mailto:training@nicwa.org)

Subject: Protecting Our Children  
Conference

Dear Lauren Shapiro,

I am reaching out to you on behalf of Rematriation Magazine & Media, a digital initiative promoting the culture, beliefs and stories of Indigenous women. Being an educational organization, we seek to partner with Indigenous nations, educational institutions, women empowerment groups and environmental activists.

Protecting Indigenous children is a priority for all of us. Since Rematriation brings together a community of its own, we would like to participate in the Protecting Our Children Conference. Our participating could help us further our mission of spreading our crucial stories. If you have any questions or requests, please do not hesitate to reach out to us.

Sincerely,

the Rematriation Magazine & Media team



## AAE Speakers Application

To whom it may concern,

I am reaching out to you today on behalf of Rematriation Magazine & Media, a digitally-based initiative meant to share the culture, stories and traditions of Indigenous women. In addition to serving as an inclusive digital magazine for Indigenous women, Rematriation also focuses on traditional principles of conservation and being environmentally-friendly.

Our team consists of Indigenous storytellers from nations across Turtle Island who have each done much for their communities. Our talented speakers understand the value of education and storytelling when it comes to our shared mission. Rematriation hosts events that are dedicated to bringing Indigenous women together all over the country. We value fostering a community just as much as we seek to use multi-media to tell our stories over the internet. As speakers, we bring an educational and cultural value to our audiences. We hope you accept our application to be a part of All American Speakers, and thank you for the opportunity.

Sincerely,  
the Rematriation Media & Magazine team

Template 1.1.1

Email

together@rematriation.com  
www.rematriation.com

**Date**                 June 6, 2022  
**Subject:**           Goal 2 Objective 1 Strategy 1  
**To:**                   mmahoney@onondagacsd.org

**Dear Mrs. Mahoney,**

Hello, we are Rematriation Magazine & Media, an inclusive media outlet that strives to uplift the voices of Indigenous women. We are reaching out to you because we appreciate the efforts that you have been doing in the Onondaga school district board of education. We also seek the cultivation of collaboration to educate the education board members on the significance of knowing Indigenous history. We would like to share our self-empowered stories that connect to the world and the Earth Mother.

As a digital platform for supporting the Haudenosaunee Confederacy and spreading Indigenous culture, we hold ourselves accountable to bring Indigenous women's perspectives into educational institutions to raise Indigenous awareness in the Onondaga district. We expect to use our resources to enrich the respectful, meaningful and inspiring environment to influence the diversity of the Onondaga school district. We are also willing to help to convey the historical contexts of Indigenous people to the educational forums of the Onondaga school district.

Thank you so much for your consideration and support. Please check our website and social platforms to know more about Rematriation Magazine & Media. We are looking forward to hearing from you.

Best regards,

**Rematriation Magazine & Media Team**



# Goal 2:

## Template 1.1.2



### Email

together@rematriation.com  
www.rematriation.com

**Date**                June 6, 2022  
**Subject:**        Goal 2 Objective 1 Strategy 1  
**To:**                NYSEDCommunications@nysed.gov

**Dear New York State Education Department,**

Hello, we are Rematriation Magazine & Media, an inclusive media outlet that strives to uplift the voices of Indigenous women. We are reaching out to you because we appreciate the efforts that you have been doing in the New York State Education Department. We also seek the cultivation of collaboration to educate the education board members on the significance of knowing Indigenous history. We would like to share our self-empowered stories that connect to the world and the Earth Mother.

As a digital platform for supporting the Haudenosaunee Confederacy and spreading Indigenous culture, we hold ourselves accountable to bring Indigenous women's perspectives into educational institutions to raise Indigenous awareness in New York state. We expect to use our resources to enrich the respectful, meaningful and inspiring environment to influence the diverse culture of the New York state. We are also willing to help to convey the historical contexts of Indigenous people to the educational forums of the New York state school district.

Thank you so much for your consideration and support. Please check our website and social platforms to know more about Rematriation Magazine & Media. We are looking forward to hearing from you.

Best regards,

**Rematriation Magazine & Media Team**

# Goal 2:

## Template 1.1.3



### Email

together@rematriation.com  
www.rematriation.com

**Date**                    June 6, 2022  
**Subject:**            Goal 2 Objective 1 Strategy 1  
**To:**                     dromeo@scsd.us

**Dear Mr. Romeo,**

Hello, we are Rematriation Magazine & Media, an inclusive media outlet that strives to uplift the voices of Indigenous women. We are reaching out to you because we appreciate the efforts that you have been doing in the Syracuse City School District. We also seek the cultivation of collaboration to educate the education board members on the significance of knowing Indigenous history. We would like to share our self-empowered stories that connect to the world and the Earth Mother.

As a digital platform for supporting the Haudenosaunee Confederacy and spreading Indigenous culture, we hold ourselves accountable to bring indigenous women's perspectives into educational institutions to raise Indigenous awareness in the Syracuse City School District. We expect to use our resources to enrich the respectful, meaningful and inspiring environment to influence the diversity of the Onondaga school district. We are also willing to help to convey the historical contexts of Indigenous people to the educational forums of the Syracuse City School District.

Thank you so much for your consideration and support. Please check our website and social platforms to know more about Rematriation Magazine & Media. We are looking forward to hearing from you.

Best regards,

**Rematriation Magazine & Media Team**

# Goal 2:



## Template 2.1.1





# Goal 2:



## Template 2.1.2



# Goal 2:



## Template 2.1.3







# Goal 2:



## Template 2.2.1

### Rematriation

Email: [together@rematriation.com](mailto:together@rematriation.com)  
Website: [rematriation.com](http://rematriation.com)

To: [hbhattac@syr.edu](mailto:hbhattac@syr.edu)  
cc: n/a  
Subject: Rematriation speaking to women and genders studies students

**Hello Himika,**

Hope all is well.

We are Rematriation Magazine, a female-led digital, multimedia storytelling platform for indigenous peoples. Rematriation seeks to spread awareness and acknowledgement of indigenous history, spirituality and lifeways. We are contacting you expressing interest to speak to women and genders studies students at Syracuse University about Rematriation.

As a woman-based magazine, Rematriation specifically strives to push such underrepresented, female voices to the forefront of media. We speak on being a marginalized, female magazine in a male-dominated industry. Our content also explores indigenous culture, which emphasizes the significance of women. Indigenous spirituality views women as custodians for the earth and society.

Our contributors tell stories that we believe could be of great value to students of your program. As a magazine, we empower women and explain their value in indigenous culture. We hope that we can connect in the future about our next steps, and please do not hesitate to reach out with any questions or concerns.

Thank you!

**Rematriation Magazine**

Template 2.2.2

Rematriation

Email: [together@rematriation.com](mailto:together@rematriation.com)  
Website: [rematriation.com](http://rematriation.com)

To: [hkalston@syr.edu](mailto:hkalston@syr.edu) or [afoley@syr.edu](mailto:afoley@syr.edu)  
cc: n/a  
Subject: Rematriation speaking to cultural foundations of education students

Hello \*name\*,

Hope all is well.

We are Rematriation Magazine, a female-led digital, multimedia storytelling platform for indigenous peoples. Rematriation seeks to spread awareness and acknowledgement of indigenous history, spirituality and lifeways. We are contacting you expressing interest to speak to cultural foundations of education students at Syracuse University about our mission.

Rematriation hopes to increase consciousness and correct language of indigenous history in educational settings. Allowing the indigenous community to reclaim the narrative of their history begins in the classroom. Rematriation can speak to your students about broadening conversations and social and political transformation for indigenous people.

We hope that we can connect in the future about our next steps, and please do not hesitate to reach out with any questions or concerns.

Thank you!

Rematriation Magazine

# Goal 2:



## Template 2.2.3

### Rematriation

Email: [together@rematriation.com](mailto:together@rematriation.com)  
Website: [rematriation.com](http://rematriation.com)

To: [rothal@geneseo.org](mailto:rothal@geneseo.org)  
cc: n/a  
Subject: Rematriation speaking to women and gender studies students

**Hello Amanda,**

Hope all is well.

We are Rematriation Magazine, a female-led digital, multimedia storytelling platform for indigenous peoples. Rematriation seeks to spread awareness and acknowledgement of indigenous history, spirituality and lifeways. We are contacting you expressing interest to speak to women and genders studies students at SUNY Geneseo about Rematriation.

As a woman-based magazine, Rematriation specifically strives to push such underrepresented, female voices to the forefront of media. We speak on being a marginalized, female magazine in a male-dominated industry. Our content also explores indigenous culture, which emphasizes the significance of women. Indigenous spirituality views women as custodians for the earth and society.

Our contributors tell stories that we believe could be of great value to students of your program. As a magazine, we empower women and explain their value in indigenous culture. We hope that we can connect in the future about our next steps, and please do not hesitate to reach out with any questions or concerns.

Thank you!

**Rematriation Magazine**



# Goal 2:



## Template 2.2.4

### Rematriation

Email: [together@rematriation.com](mailto:together@rematriation.com)  
Website: [rematriation.com](http://rematriation.com)

To: [sbabbott@syr.edu](mailto:sbabbott@syr.edu)  
cc: n/a  
Subject: Rematriation speaking to the environmental, sustainability and policy program

**Hello,**

Hope all is well.

We are Rematriation Magazine, a female-led digital, multimedia storytelling platform for indigenous peoples. Rematriation seeks to spread awareness and acknowledgement of indigenous history, spirituality and lifeways. We are contacting you expressing interest to speak to students and faculty of the environmental, sustainability and policy program at Syracuse University.

The primary message of Rematriation is "returning the sacred to the mother", meaning restoring balance and respect for Mother Earth. Indigenous spirituality promotes sustainability, and these topics could be of great value to students. Also, our stories speak on policy change helping the indigenous community reclaim their land.

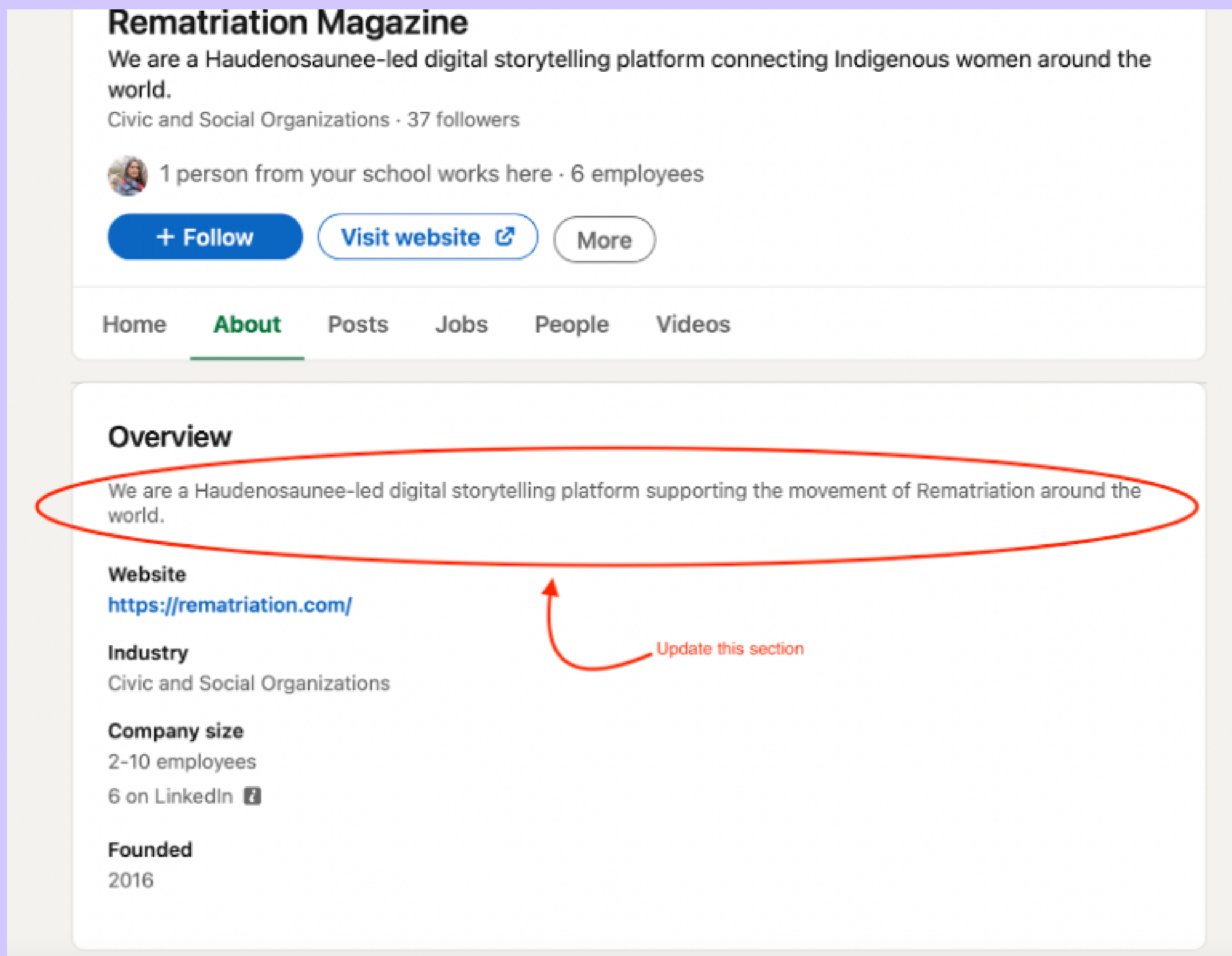
We would love to have our founders and/or contributors speak to your program to educate indigenous relationship and history with the earth, and our duty to protect it. We hope that we can connect in the future about our next steps, and please do not hesitate to reach out with any questions or concerns.

Thank you!

**Rematriation Magazine**

# Goal 2:

## Template 3.1.1



Updated:

We are a Haudenosaunee-led digital storytelling platform supporting the movement of Rematriation around the world. Our digital platform house indigenous voices in several media forms. As a female-led and -based magazine, we specifically want to push female indigenous voices to the forefront of media. We seek to educate and build awareness for indigenous history, spirituality and culture, while restoring balance and respect for Mother Earth.

# Goal 2:

## Template 3.1.2

By 6/10

Make LinkedIn connections with other indigenous organizations

- <https://www.linkedin.com/company/americanindianbusinessleaders/>
- <https://www.linkedin.com/company/the-national-center-for-american-indian-enterprise-development/>
- <https://www.linkedin.com/company/native-american-connections/>
- <https://www.linkedin.com/company/north-america-indigenous-ministries/>
- <https://www.linkedin.com/company/indigenous-peoples-movement/>
- Link with all contributors



# Goal 2:

## Template 3.1.3

By 6/10

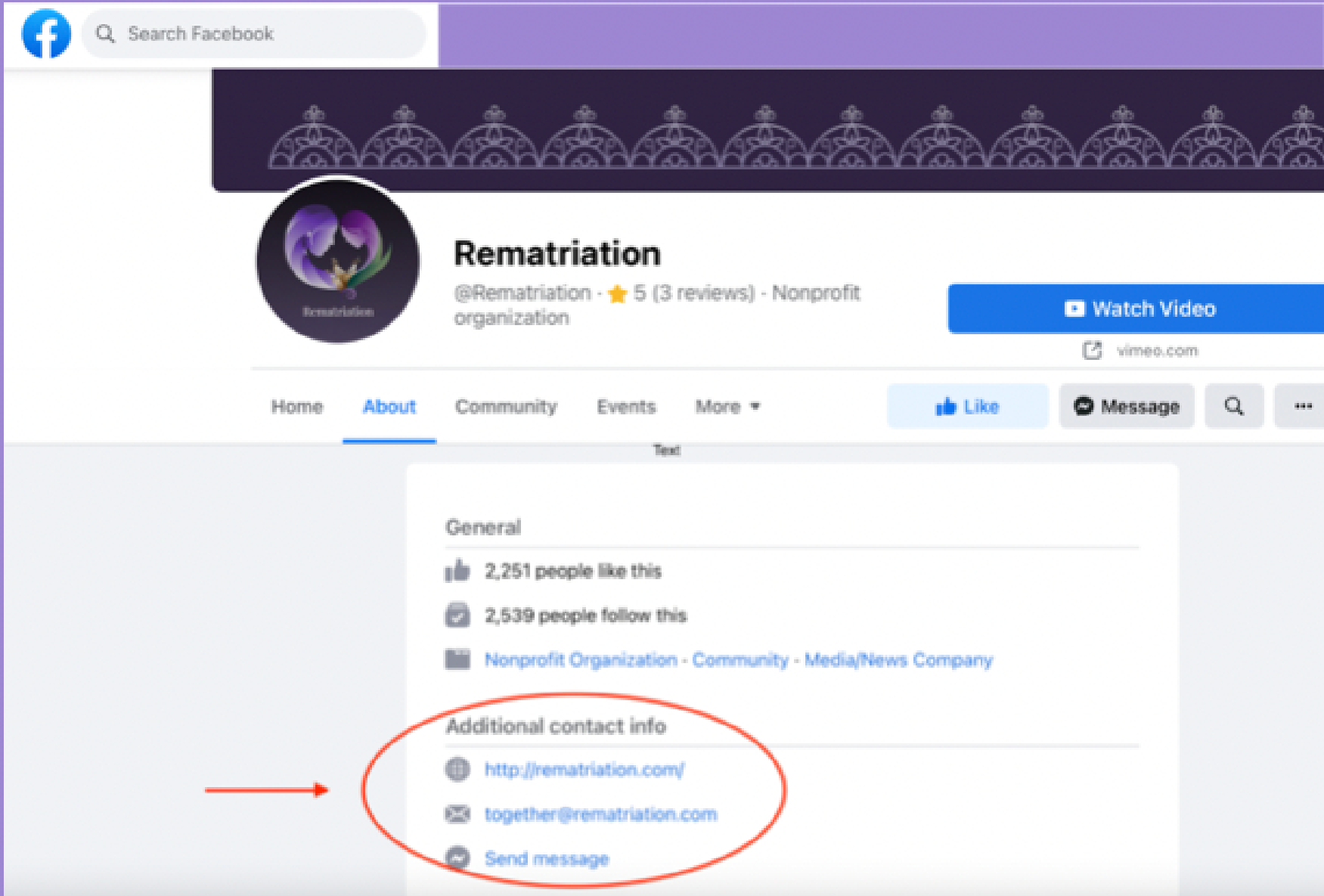
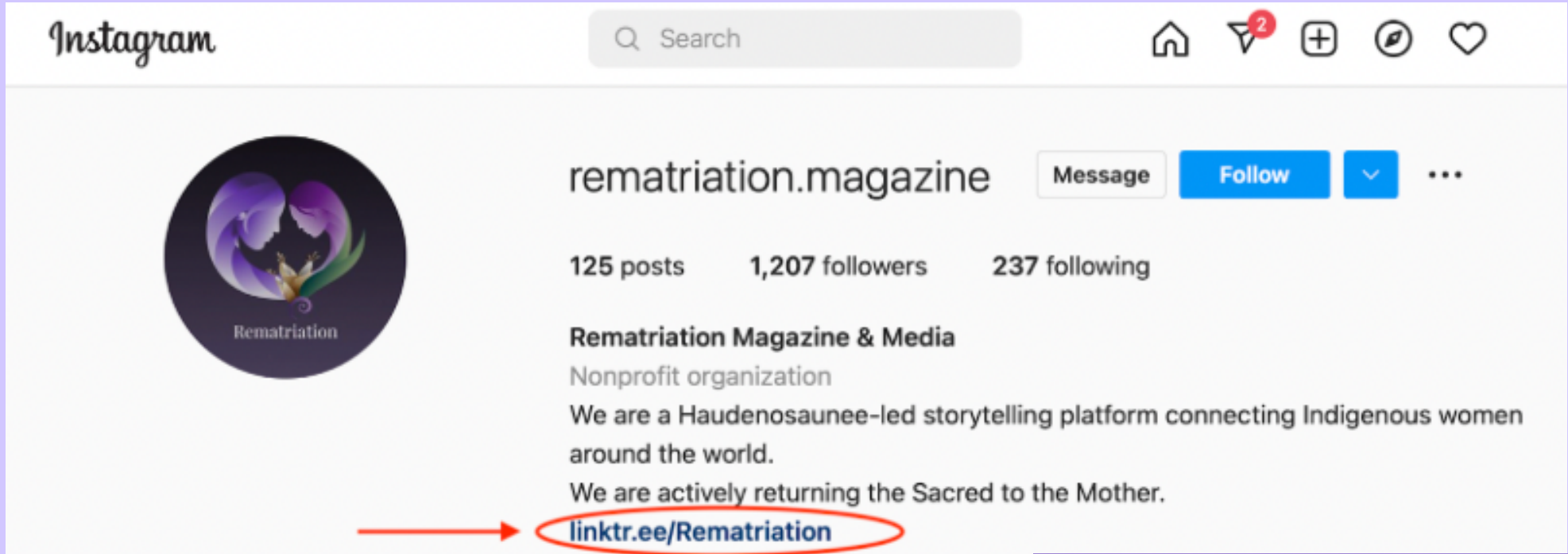
Make LinkedIn connections with universities and students

- <https://www.linkedin.com/school/syracuse-university/>
- <https://www.linkedin.com/school/suny-geneseo/>
- <https://www.linkedin.com/school/s.i.-newhouse-school-of-public-communications-at-syracuse-university/>
- <https://www.linkedin.com/in/environmental-studies-a4a7157b/>

# Goal 2:

## Template 3.1.4

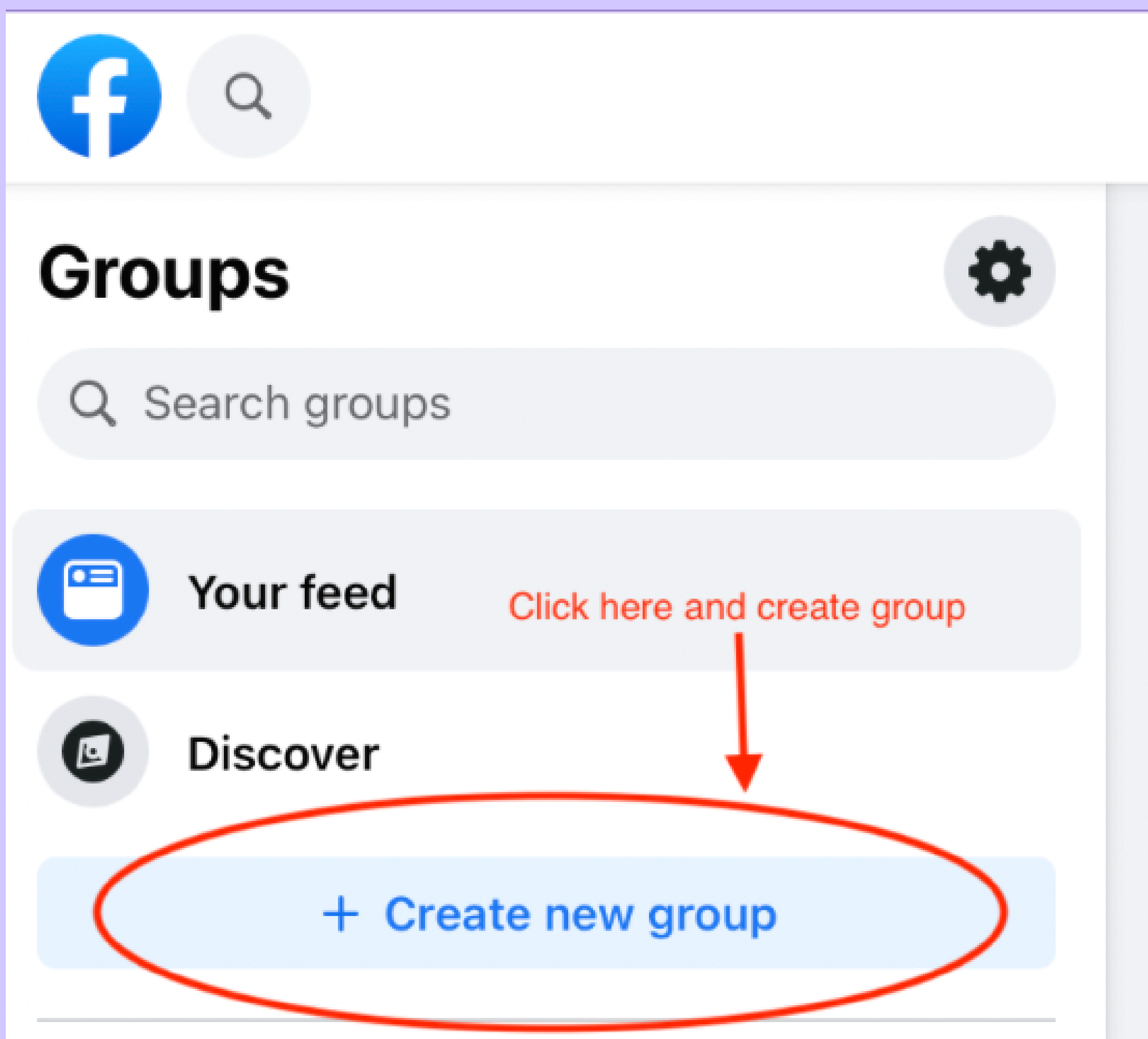
Promote LinkedIn page through other socials  
Add all social media links to Rematrion's link tree including the LinkedIn



# Goal 2:

## Template 3.2.1

Create a Facebook group that is an educational setting hosting open conversations for its members  
Make by 6/1





# Goal 2:

## Template 3.2.2

Encourage people to join and follow Facebook group

Post promotional Facebook post

By 6/5





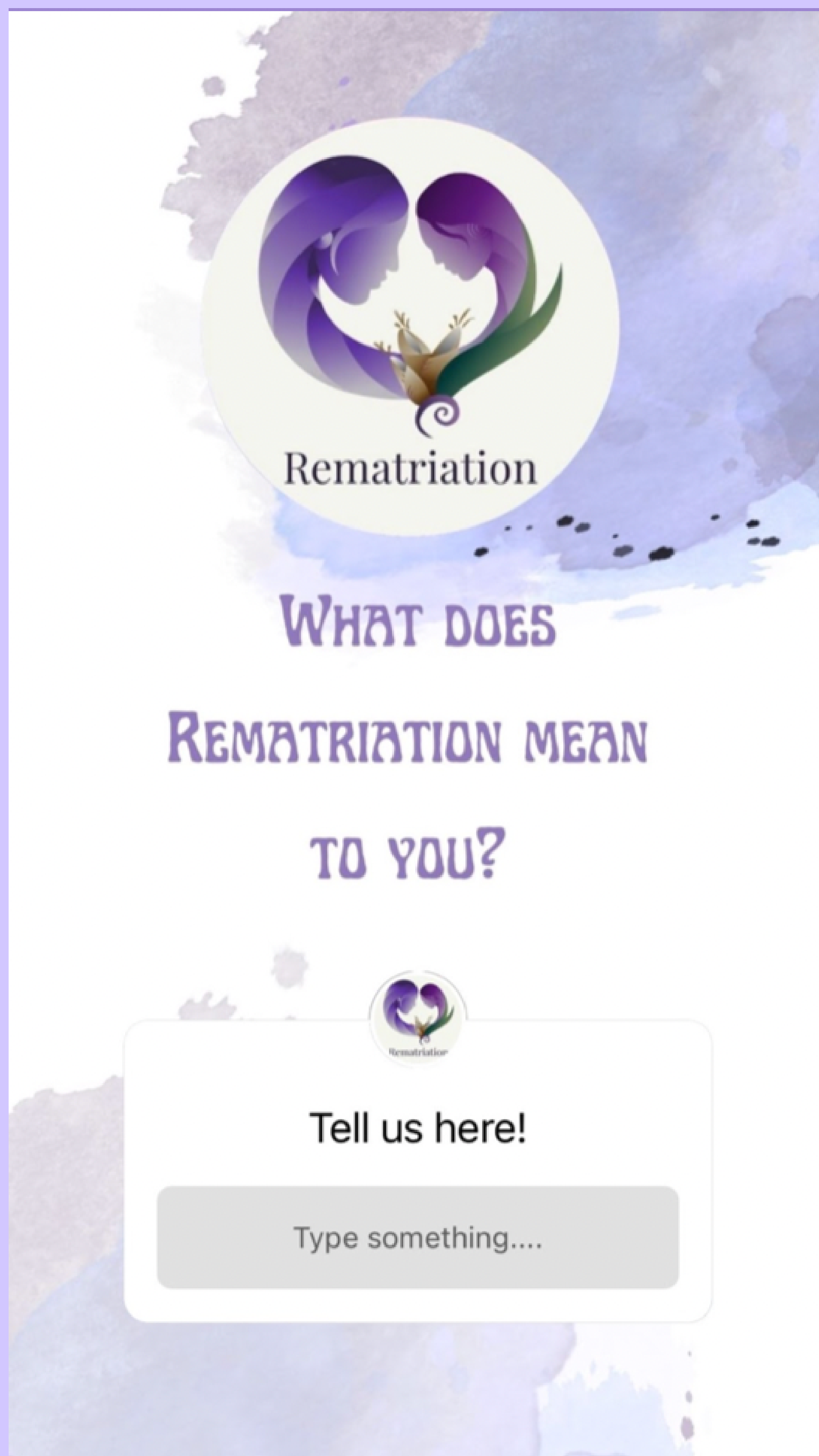
# Goal 2:

## Template 3.2.3

Post Facebook stories more frequently

Utilize features such as polls, quizzes, and questions to make stories more engaging

By 6/8





# References

Board of Education. Board of Education | Onondaga Central School District. (n.d.). Retrieved May 3, 2022, from <https://www.onondagacsd.org/districtpage.cfm?pageid=1690>

Board of Education Commissioners. Board of Education | The Syracuse City School District | Syracuse, NY. (n.d.). Retrieved May 3, 2022, from <https://www.syracusecityschools.com/districtpage.cfm?pageid=457>

Contact us. New York State Education Department. (n.d.). Retrieved May 3, 2022, from <http://www.nysed.gov/contact-NYSED>

National Native News. (n.d.). Retrieved May 3, 2022, from <https://www.nativenews.net/>

Our story. Rematriation. (2021, November 22). Retrieved May 3, 2022, from <https://rematriation.com/our-story/>