

Helping staff promote their projects/programs using a Communication Plan template

As Communications professionals it is our job to tell all of the stories (good and bad) about our schools. How can we do it all? We don't have to! If we provide district staff with the correct tools, they can start to think (and work) like part of your PR team in no time! The following steps help everyone involved in the project stay on message and allow for a consistent communication effort across the district.

1) Identify/define project

What are the goals & objectives of sharing information about this project?
What action do we want the audience(s) to take?

2) Identify target audiences

Who really needs to know about this and/or who cares?

3) Identify communication needs

What does the audience need to know about this project?
What will get them excited about this/make them care?

4) Identify information sources

Who has the information that you need to share?
Who understands this project best?

5) Identify most effective communication tools

How do each of the audiences best receive information?
It's okay to list several methods per audience.
Examples: Email, Voicemail, Meetings, Face to face (informal meetings, etc.), Intranet, Internet, Flyers, Newsletters, Press Releases, etc.)

6) Develop key messages

Tell the story! Create specific messages for each of the communication tools you are going to use. The different tools lend themselves to varying levels of detail about the project. The most important thing here is to be consistent with the basic message.

7) Assign Tasks and develop timeline

Who is going to do what, when?

8) Implement plan

Do the work!

10) Evaluate

What worked?
What didn't?
What would you do differently next time?

