Your Tools:

Your Communications Plan
Website
Email
Poster
Brochure
Door Hanger
Table Tent
Social Media

First: Who’s your audience?
Second: What do you want them to understand and do?
Third: How do you reach them?

Defining Your Message

First: Who’s your audience?
Second: What do you want them to understand and do?
Third: How do you reach them?

Your Message

Get their attention! There’s a lot of competition - tell them what benefits them.

Don’t waste their time. Organize information in sequential chunks, bullet points or checklists.

Facilitate the next step. Make it easy to move forward in taking action or making a decision.

Provide everything they need. Contacts and/or web address with accurate and up-to-date information.
Every program or initiative starts with a plan. To be effective, include communications as part of your planning from the outset.

6 weeks out
- Identify what kind of information should be included in each delivery method, gather that information.
  - Talk with a designer, identify your concept and/or your message.

5 weeks out
- Information for print options provided, design and branding in process.
  - Information for each delivery method (type, quantity, delivery address) finalized.

4 weeks out
- Web information should be up.
  - Start getting pieces to print.
  - Reach out to staff for assistance in spreading message.

3 weeks out
- Send out mailings.
  - Distribute print materials (posters, brochures, door hangers, table tents).

2 weeks out
- Poster should be up, brochures and door hangers distributed.
  - Send first email and post first social media message.

1 week out
- Post second social media item.
  - Table tent reminders should be in place.

Last week
- Send second email reminder.

Day before/day of
- Last social media reminder.

Happy Communicating!

Student Affairs and Campus Life Communications
229 Whitmore