

Starting Up

First: Who's your audience?

Second: What do you want them to understand and do?

Third: How do you reach them?

Your Tools:



Your Communications Plan

Website



Email



Poster



Brochure



Door Hanger



Table Tent



Social Media



Student Affairs and Campus Life Communications
229 Whitmore

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

Hey!

Wow!

Look!

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.

1234

Facilitate the next step.

Make it easy to move forward in taking action or making a decision.

Yes!

Provide everything they need.

Contacts and/or web address with accurate and up-to-date information.



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Formatting Your Message

Website



- Keep it current - update photos, graphics, review regularly for accuracy and as part of initiative and program maintenance.
- Provide links on the landing page to current content, downloadable .pdfs
- Identify interest groups and where possible, provide focused entry paths for them, i.e. Current Students, Prospective Students

Email



- Have a catchy and direct subject line
- Use short paragraphs
- Provide direct links to web information
- Plan to send out at least 2 emails, one early enough for planning and one late reminder
- Provide deadline information

Poster



- Attention-getting
- Branded to clearly identify information
- Well-organized in chunks and bullet points
- Include web address (+ QR codes)

Brochure/Door Hanger



- Repeat identity vocabulary
- Include deadlines
- Use checklist or bullet point format
- Include web address



Table Tents

- Repeat identity vocabulary
- Alert or remind
- Refer to website
- Deadline information



Social Media



- Dedicate maintenance time to monitor regularly, define tone, answer questions



- Use for heads-up notification and reminders with deadlines



- Engage consistently with discussion starters, interest features - photos, contests, etc.



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Making It Happen

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!



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