

**TEMPLATE**

**Communications Plan**

The primary goal of this communications plan is to X. Secondary goal is X. Make sure your goals are specific and measurable. If you’re having trouble setting goals, you may need to have more conversations with your team, or go through a goal-setting process such as SMART.

Execution dates: X-X

Target Audiences

“Everyone” is not a target audience. Don’t select more target audiences than you have the resources to reach or serve. Be as specific as possible. Here are some common audiences to get you started:

* Students Narrow down if you can: Traditional or non-traditional? Dorm residents or commuters?
* Faculty
* Staff
* Alumni Narrow down if you can, ex. engineering alumni who live in Anchorage
* Donors
* Potential donors
* Strategic partners/invested parties
* Anchorage bowl residents interested in (insert subject matter)
* Alaska business community
* Anchorage bowl educators
* Anchorage healthcare workers

Strategies/Vehicles

* Web
	+ UAA online events calendar
	+ Goal-specific page or microsite
	+ Department landing page
* News media
	+ Anchorage media outlets’ free online calendars
	+ Pitch story to Seawolf Weekly and other University Relations publications
	+ Media prep Take media-quality images, create talking points, do media training for everyone designated as spokespeople, create talking points
	+ Press release or media advisory to University Relations for re-distribution to Anchorage media
	+ Work with University Relations to create custom pitches to targeted radio programs and TV segments (ex. a new play would be a good fit for APRN’s Stagetalk)
* Advertising
	+ Social media
	+ Web
	+ Public radio
	+ Print – Examples: The Northern Light, Alaska Dispatch News, Anchorage Press
* E-blasts
	+ Seawolf Daily
	+ Does your program or department have a regularly scheduled e-newsletter?
	+ Are you partnering with another organization that has an e-newsletter or intranet?
* Digital signage on campus
	+ Arts building, administered by Fine Arts
	+ Seawolf Drive corner, administered by University Relations
* Collateral
	+ Examples: Posters, fliers, handouts, stickers, etc. Save money: Don’t print collateral unless you already have a plan to distribute the collateral to your target audience. Don’t make two different types of collateral for the same audience or distribution method. That’s how departments end up with stacks of fliers in the recycle bin.
* Social media
* Your program’s social media channels
* Your department’s social media channels
* Institutional social media channels
* Boosted posts
	+ Video/photos
* Networking
	+ Briefing and talking points for chancellor, dean
	+ Bring community partners on board, discuss the communication strengths of each partner, and use that information to brainstorm ways each of your partners can help co-promote the event
	+ Bring department employees and students on board and ask for their help as advocates, particularly through engagement on social media
	+ Distribute ready-to-go text and graphics to event partners and department employees and students so they can easily use in their emails, websites, social, print out for their employee break room bulletin board, etc.
	+ Post-event personal thank yous and social media shout outs

Measurables

Track these numbers for your post-event report. Then the information can be used to report to project donors and partners, for potential donor meetings and grant applications, and to streamline future communications strategies. Here are some common measurables to get you started:

* Tickets sold
* Web analytics
* News media analytics, including tone
* Social media engagement analytics
* Audience feedback (determine a formal collection process)
* New e-mail addresses collected for your database
* Surveys before and after
* Online ad click-throughs

Important dates

* List any dates that affect when your communications plan items need to be complete or distributed.

Note: A communications plan is not complete until every task has been assigned to someone and has a deadline attached.