Communications Planning - Internal Communications Team

Your name:

Topic:

Today's date:

What is the purpose of the communication?
Why are you communicating, what are you trying to achieve?

Who is communicating?
The individual / unit, their role, the person writing the comms, the person who will receive any reaction/response

Who is the target of the communication?
Small group (named individuals), large but defined group, all staff, all students, the world

What is the topic?
The details of the message, any background / cross reference to other comms

What response is required?
Is a reply expected, is there another type of response needed (reply to another, sign up etc), is there a deadline?

Is this time sensitive information?
Is the information embargoed?

Communication method(s)?
What communication you have done previously, what is planned, what do you want to do?
See over for template – for internal comms visit uod.ac.uk/internal-comms

Only need this for events	Communication method	Content/Messages	Audience	Timing	Who is responsible?
✔	Eventbrite *to take bookings (paid or free)*			*As soon as you have enough details*	*Organiser create using UoD Eventbrite account*
	Your own website				*Organiser to arrange web update*
	University press release			*ASAP for an announcement, nearer the time for a photo opp*	*Organiser to contact Press Office*
✔	University What's On listing *dundee.ac.uk/events/submit*			*As soon as you have the date*	*Organiser to submit Internal Comms to approve*
✔	External web event listings eg Dundee City Council, Courier etc				*Organiser*
	Social media *your (school) channels, OneDundee, main University*	*Early announcement, reminder, countdown, during, after ? Is a Facebook event appropriate, what about Instagram story?*			*Organiser to submit via Buffer ideally, with appropriate image*

	Email	*Email to your own mailing lists/networks etc, University-wide email?* *Check our email guidelines for efficient, effective email*			*Organiser contact Internal Comms for a slot for University-wide messages*
	Campus display screens	*Advertise a service/news/event – create via template from Brand website: dundee.ac.uk/brand/toolkit/templates/* *or supply 1920x1080*			*Organiser to supply to Internal Comms, with which screens to use*
	Staff/student newsletters	*Provide 30-50 words, with email address/weblink by Friday 4pm before newsletter publication*			*Organiser to send to Internal Comms*