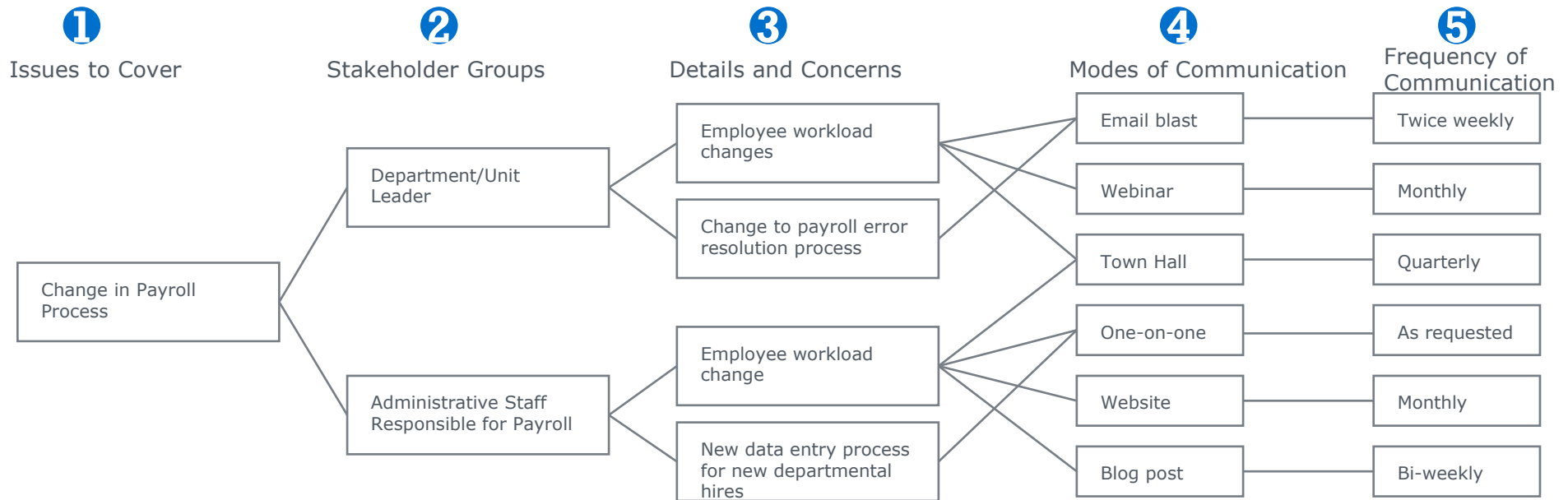


Communication Planning Template



Key Elements of Communication Planning

- 1 Choose one issue to address
- 2 Match issues with the most affected constituency in terms of direct impact and/or the impact on their subordinates
- 3 Define which details and concerns to share with each stakeholder group
- 4 Select multiple modes of communication in order to ensure message is delivered and understood by all
- 5 Define how frequently communication will be delivered (daily, weekly, monthly, annually, etc.)



Tips for Effective Communication

- **Over-communicate:** Rumors and false information can disrupt shared services initiatives, so leaders must frequently communicate to build trust and understanding. As one system leader stated, do not hesitate to 'communicate, communicate, and re-communicate'
- **Multi-channel communication:** Campus leaders, faculty, staff, and students all gather information from different sources. Be sure to choose multiple modes of communication to reach all groups
- **Single-source of truth:** Avoid engaging in conflict or complaint resolution on social media, instead directing constituents to FAQ pages and websites with a single version of the truth on controversial topics