**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*

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| --- | --- | --- | --- | --- | --- |
| 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* |
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