Create a Communication Toolkit

A communication toolkit is a collection of templates and materials that can be given to and used by nearly anyone to communicate about a project within their local area or department. Toolkits make it easier for campus partners to act as an advocate for your project and help others understand, accept, and prepare for the changes that will occur as a result.

1. **Project Objective**
   - What is the business goal? How can communications support it?
   - Who are the project sponsors?
   - Are there any environmental, historical, or political sensitivities to be aware of?

2. **Audience Analysis**
   - Who does this project impact?
   - How much influence and interest do each of the stakeholder groups have?
   - What is the right level and frequency of communications to each group?

3. **Key Messages**
   - What does your audience need to know? What will resonate most with them?
   - Is branding required to ensure your messages are consistent?

4. **Communication Channels**
   - What channels are available on your campus? (Tip: Consider the channels your audiences already use/read/access and add your messages to them.)
   - Channel examples: Digital signs, social media, websites, student/staff newspapers, existing newsletters, table tents, webinars, faculty meetings, campus events, customizable email messages, print pieces, etc.

5. **Campus Partnerships**
   - Who has the ability and authority to help share your messages?
   - How can you make it easy for campus partners to use your communication toolkit so they can act as change advocate in their local area or department?

Contact Us:
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Resources:
ITS Communication Team Methodology & Templates:
bit.ly/ITSComm