

COMMS PLAN TEMPLATE

Strategic marketing and communications

**overview**

This is a short summary.

Event info

* Time, date, place
* Parking details
* Web links
* Other important deets

audiences

* Prospective students
* Alumni
* Current students, faculty and staff
* Stakeholders
* Community/Influencers

GoaLS

* Goal 1
* Goal 2
* Goal 3

messages

* Think universitywide in support of goal 1.
* Think universitywide in support of goal 2
* Think universitywide in support of goal 3

SOCIAL MEDIA (MAIN CHANNELS)

* Facebook
  + Boost $\_\_\_\_
* X
* Instagram
  + Boost $\_\_\_\_
* LinkedIn
  + Boost $\_\_\_\_
* TikTok
* Threads
* YouTube
* YouTube Shorts

SOCIAL MEDIA (ACADEMIC UNITS)

* AU Facebook
  + Boost $\_\_\_\_
* AU X
* AU Instagram
  + Boost $\_\_\_\_
* AU LinkedIn
  + Boost $\_\_\_\_

WEB

* UMKC Today
* Insider
* Landing page
* Updated page(s)

MEDIA OUTREACH

* Media Advisory
* News Release
* Targeted additional pitches
* Paid national release

remarkS

NEWSLETTERS

* Friday Five to students, faculty and staff (first Friday of month)
* UMATTERS to faculty and staff (every other Tuesday)
* Roo Connection to students (third Thursday)
* eRoos to alumni, community stakeholders, faculty and staff (last day of month)
* Chancellor to external stakeholders especially school officials (third Thursday)
* External Relations and Constituent Engagement to community stakeholders (second Tuesday)
* Separate email

TIMELINE

* Write date
  + Write what it is
  + Write who is doing it
  + Write notes if needed
* Write date
  + Write what it is
  + Write who is doing it
  + Write notes if needed
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