

MODEL COMMUNICATION PLAN DISCUSSION FORMAT

When developing your communications plan, begin first by examining the topic areas below. Take your time, ask for assistance, involve non-communication people in your discussions. Utilize these notes as a vaseline when you develop your plan.

District Strategic Plan

- Mission
- Vision
- Goals

Communications and Community Relations Department

- Services
- Purpose and Responsibilities
- Organizational Chart

Communications

- Guiding Principles
- Constituents

News and Communication

- Communication Channels
- Communication Protocols
- Release of Information
 - Release to Staff
 - Release to Parents
 - Release to Community
 - Release to Local Government
 - Release to Media
- Interface with Campuses
- Campus Liaison Guidelines and Protocols

Media Contact Information

- Broadcast Media Contacts
- Print Media Contacts
- Social Media/Blogger Contacts
- Local Government Contacts
- Local Organization Contacts

Organizational Web Pages

- District Controlled Pages
- Department Controlled Pages
- Campus Controlled Pages
- Teacher Controlled Pages
- Extracurricular Controlled Pages

School Closures and Early Release/Late Start

- Process and Guidelines
- Release of Information
 - Release to Staff
 - Release to Parents
 - Release to Community
 - Release to Media
 - Release to Local Government

Emergency Situation Communications

- Process and Guidelines
- Release of Information
 - Release to Staff
 - Release to Parents
 - Release to Community
 - Release to Media
 - Release to Local Government

Branding

- Logo Style Guide
- Copyright Guidelines

Social Media Use

- Types of Social Media Used

- Guidelines and Protocols
- District Social Media Use
- Department Social Media Use
- Campus Social Media Use
- Teacher Social Media Use
- Extracurricular Social Media Use

Key Marketing and Communications Network

- Staff
- Parents
- Community
- Media
- Local Government

Oversight

- Superintendent
- Board of Trustees
- Internal Department