

CHECKLIST FOR DEVELOPING A COMMUNICATIONS PLAN

1. TAKE INVENTORY

What tools do we already use?

- ☐ Website
- ☐ Email newsletters
- ☐ Social media channels
- ☐ Text messaging software
- ☐ Emergency alert software
- ☐ Other

Who has the passwords? Is that individual working/available? _____

2. TECHNICAL ABILITIES

Who in the SAU can produce content?

- Written Content: _____
- Video Content _____
- Graphic Content _____

3. POLICIES AND PROCEDURES

☐ Create a boilerplate of the final decisions of the SAU, ie, face covering requirements, cleaning procedures, hand hygiene, stay at home if sick, etc.

4. TEMPLATES

- ☐ Digital letterhead
- ☐ Press release template

5. DESIGNATE A SPOKESPERSON

Our SAU spokesperson is: _____

Phone Number: _____

Email Address: _____

6. DETERMINE WHO HAS FINAL APPROVAL OF MESSAGES

Who needs to be included on draft messages? _____

Who needs to review messages before they go out? _____

Who has final approval of a message? _____

7. DETERMINE WHEN TO USE WHAT COMMUNICATIONS CHANNELS

RED: Alerts. Use all channels! Text messaging, email, social media, reverse 911, press release, etc.

A red alert might be a school closure, positive case, change to the school day.

YELLOW: Urgent. Use email, social media, memos/press releases, and website.

A yellow alert might be procedures, news/updates.

GREEN: Informational. Use email, social media, website.

8. **CONSISTENCY IN MESSAGING**

For every public communication issue:

- ___A memo to families
- ___A memo to faculty/staff
- ___A press release
- ___A website/news blog entry
- ___Social media post

These messages should all be the same, just slightly tweaked.
Summarize major announcements with infographics and videos.

9. **ADDRESS BOOK**

- ___Relevant email addresses and phone number for internal distribution, ie - superintendent, school board, student services, principals
- ___Media List: local papers, radio, TV stations

10. **STAY IN YOUR LANE**

Prior to issuing a statement, consider if the local board of health, Department of Health & Human Services, police or fire department, local government need to be contacted.

Per the State: Communication about any person suspected or confirmed to have COVID-19 while at the school should be coordinated with NH DHHS, Division of Public Health Services

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