



## Developing a Communications Plan

- Use the best possible contact information for your target audience.
- Use a method that reaches the largest majority of your target audience.
- Create a branded theme and stick to it.
- Keep your messages informational, concise and relevant.
- Send as often as there is information to share.
- Accept feedback of ALL kinds gracefully and consider it carefully.
- Learn as you go: What is working? What needs improvement?
- Share access: Delegate, develop and plan for succession.
- Remember: You represent your members and CSEA... not yourself!



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### THINGS TO AVOID

- **Promoting a purely personal agenda – you represent your members and CSEA!**
- **Negative engagement – Don't start, promote or allow personal attacks or harassment.**
- **Breaking laws – Be mindful of copyrights, trademarks, and other laws that apply.**
- **Don't give up! It takes time to build a successful communications network.**
- **Don't overreact – Emotions can be powerful and it can be hard not to take things personally. Take a pause before responding when needed.**
- **Exclusivity – Make sure ALL members are included to every extent possible.**