Example of PI Network communications plan

Note that old hyperlinks have been removed and replaced with “[link]”

**Prosper PI Network – University of Liverpool**

**Communications plan – Aug/Sept 2020**

**Audience(s)**

Primary audience: all UoL PIs/managers of researchers

**Aims/objectives**

* Drive attendance at the first meeting – 9September 2020
* Support a representative attendance from across discipline, gender, career stage etc
* Raise awareness of future sessions

**Channels**

* Direct email
* Staff news articles
* September ‘Team briefing’
* Deans’ network/HoDs comms
* Faculty/School newsletters
* Twitter

**Collateral**

|  |  |  |
| --- | --- | --- |
| **Collateral**  | **Need by** | **Done**  |
| * Copy and image for staff news article and September ‘Team Briefing’
 | Fri, 14th August |  |
| * **Email copy x 2:**
 |  |  |
| * + 1 x email promoting first session [Wed 12th Aug]
 | Mon 10th August |  |
| * + 1 x reminder email [Tues 1st Sept]
 | Wed 19 August |  |
| * Newsletter copy – blended w NPAW as ‘Prosper updates’?
 | Wed, 19th August  |  |
| * Eventbrite page for session
 | Mon 10th August |  |
| * Reminder email for sign ups
 | Wed, 19th August  |  |
| * Suggested tweets + suggested accounts
 | Wed 19 August |  |
| * Attendee reminder email w EDI links for mail merge
 | Wed 2nd September  |  |

|  |  |
| --- | --- |
|  | Activity  |
|  | Mon | Tues | Wed | Thurs  | Fri |
| w/b 10th Aug | Twitter  |
|   |   | Promo email 1  |   |   |
| w/b 17th Aug  | Twitter  |
|  |   |  Staff news article  |   |  Staff weekly news email  |
| w/b 24th Aug  | Twitter  |
| APV R&I comms  |
| w/b 31st Aug  | Twitter  |
| APV R&I comms |
| Team Briefing inclusion  |
|  BANK HOLIDAY | Promo email 2 |  Staff news article 2 |   |   |
| w/b 7th Aug  | Twitter final push  |
|  | Attendee reminder mail merge  |  |  |  |  |

Requested inclusions:

HSS comms

SoES newsletter

SPS newsletter

SEEECS newsletter

New HLS newsletters