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