

**The Student Union of the University of Eastern Finland  
Communication Plan**

Topic of the event/matter being informed of:

What it is about:

Date:

Target groups of communication:

Communication channels:

Ways and materials of communication:

Events related to the subject:

Schedules of communication:

Persons in charge of communication:

Other matters that should be taken into account:

Content of the communication/essential messages:

**Practical tasks, persons in charge, date and implementation**

Task	Person in charge	Date	Implementation

Communication Plan

Topic of the event/matter being informed of:

*In this field shall be written down, what it is about; is it an event or something else important. If the matter has an official name (such as a name of a competition), which is wanted to be used always, when informed of the matter, the name shall be written down here.*

What it is about:

*In this field shall be told more specifically, what it is about and what is related to the subject.*

Date:

*In this field shall be put the date of the event or the matter that is being informed of. More specific schedule of communication can be itemised in the Schedule of communication field.*

Target groups of communication:

*In this field shall be written down the target groups of communication; does the communication concern for example the whole Student Union, a certain campus, organisation or is it necessary to inform also the stakeholders (for example the University, FSHS, SYL etc.).*

Communication channels:

*In this field shall be written down, which communication channels (for example web announcements, Facebook, email lists, Wiikko-Ärsyke newsletter, media announcement, flyers) are used in informing. In this field may also be itemised, which target groups are informed with which channel.*

Ways and materials of communication:

*In this field shall be told more specifically about the ways and materials of communication (for example flyers, web announcement), which are used in informing.*

Events related to the subject:

*In this field shall be written down open if there are events clearly related to the subject being informed of (for example campus specific events in association with the Smiles and Complaints Weeks) > What happens, when and where? What kind of event is in question?*

Schedules of communication:

*In this field shall be more specifically itemised the schedules of communication; for example when the first message of the subject shall be published, when the reminding happens etc.*

Persons in charge of communication:

*In this field shall be written down the persons in charge of communication; who takes care of which sector and task of communication.*

Other matters that should be taken into account:

*In this field shall be written down if there are something special in communication that should be taken into account.*

Content of the communication/essential messages:

*In this field shall be written down all essential messages that are related to the subject, such as what are the things wanted into a web announcement, Facebook etc. It is advisable to draft here text in advance to be used in informing.*

### **Practical tasks, persons in charge, date and implementation**

Task	Person in charge	Date	Implementation
<i>In these fields shall be itemised individual tasks related to communication, for example writing a web announcement.</i>	<i>In these fields shall be listed, who is in charge of taking care of a certain task.</i>	<i>In these fields shall be listed, when every task shall be taken care of (for example week or date).</i>	<i>In these fields shall be listed, how a task is supposed to be implemented.</i>