Communications Strategy

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|  | **Goal or Objective (Why?)** | **Audience / Stakeholder (Who?)** | **Message / Value Proposition (What?)** | **Issues:****What is the hook or concern of the audience?** | **Content Type (How? Timing, Resources)** | **Channel (Where?)** |
| 1 | To increase interest from students to join my research group | Students (Undergraduate and Graduate) | Learning opportunities, recognition, strong culture | experience to get into graduate school or post-doc position | Engaging video and photo content with clear value proposition  | Student Newsletter, Social Media (Instagram, TikTok), Posters |
| 2 |  |  |  |  |  |  |
| 3 |  |  |  |  |  |  |

You will be assessed using the following criteria:

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| --- | --- | --- | --- |
|  | **Needs Improvement** | **Satisfactory** | **Meets Expectations** |
| **Goals clearly defined** |  |  |  |
| **Appropriate audience identified** |  |  |  |
| **Message and value proposition are clearly articulated** |  |  |  |
| **Content type fits with the audience and message** |  |  |  |
| **Channels are appropriate for the selected audience and content type** |  |  |  |