Strategic Messaging Plan

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|  | **Staff** | **Parents / Caregivers** | **Students** | **Community** |
| **Message Subject** | 3-7 words that capture the meaning of the message | 3-7 words that capture the meaning of the message | 3-7 words that capture the meaning of the message | 3-7 words that capture the meaning of the message |
| **Message Description** | 1-3 sentences that summarize the message from/for the staff’s point of view  | 1-3 sentences that summarize the message from/for parent’s point of view  | 1-3 sentences that summarize the message from/for student’s point of view  | 1-3 sentences that summarize the message from/for the community’s point of view  |
| **Main Message Talking Points** | * What main points you want the reader to know at the end of the message?
* How will you frame this message to connect with staff or reflect staff priorities?
 | * What main points you want the reader to know at the end of the message?
* How will you frame this message to connect with parents or reflect parent priorities?
 | * What main points you want the reader to know at the end of the message?
* How will you frame this message to connect with students or reflect student priorities
 | * What main points you want the reader to know at the end of the message?
* How will you frame this message to connect with community members or reflect community priorities?
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| **Message Delivery Methods** | * What input have staff provided about the communication delivery methods that work the best/ are most preferred?
* Based on that input, what combination of communication delivery methods will you use to achieve equitable and inclusive access of all staff?
 | * What input have parents provided about the communication delivery methods that work the best/ are most preferred?
* Based on that input, what combination of communication delivery methods will you use to achieve equitable and inclusive access of all parents?
 | * What input have students provided about the communication delivery methods that work the best/ are most preferred?
* Based on that input, what combination of communication delivery methods will you use to achieve equitable inclusive access of all students?
 | * What input have key community members provided about the communication delivery methods that work the best/ are most preferred?
* Based on that input, what combination of communication delivery methods will you use to achieve equitable and inclusive access of key community members?
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