# LIST 5: Messaging plan

|  |  |  |  |
| --- | --- | --- | --- |
| Completed | Task | Details | Notes |
|  | Who is the target audience for a print-on-demand service? |  |  |
|  | What do we want each group/department to know about this service? |  | *Will there be different messages depending on audience, time of school year, medium used?* |
|  | When and how often will each group/department be messaged? | *Launch, course registration, beginning of term, orientation.* |  |
|  | How will the message be shared? | *Blogs, social media, flyers, signs.* |  |
|  | Are there established platforms/literature at my institution that can be used? | *Website, recruiting materials, course catalogue, bookstore/printshop sites.* |  |
|  | How can Marketing/ Communications help? |  |  |