**Plan Your Communications**

Use this document to identify and start mapping out an issue that needs to be communicated. Then, use it to plan your strategy.

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| What | Identify an issue that needs to be communicated. For example, do you have a new online course offering? Are you starting up with Blended Learning? Are you offering digital literacy coaching? Describe it here. | *Answer here* |
|  | Refine your message; articulate it. | *Answer here* |
| Why | Why do you want to share the communication? | *Answer here* |
| Who | Who exactly are you trying to reach? Who is your audience? | *Answer here* |
| How | What channel(s), or the means by which you’ll communicate, are possible (e.g., website, email, social media)? | *Answer here* |
|  | What possible technology(ies) can you use for these channels (e.g., Google sites, Gmail listserv, Facebook page)?  *You can find more examples at*  [*W orkforceEdTech.org*](https://workforceedtech.org/tools/mentorship-support/) *and the* [*CrowdEd*](https://www.crowdedlearning.org/explore/teacher-tools)[*L earning Teacher Tools page*](https://www.crowdedlearning.org/explore/teacher-tools)*.* | *Answer here* |
|  | Describe your satisfaction with the tools you currently use to communicate. Will they work, or do you need to look for something else? | *Answer here* |
|  | If you researched the tools directories mentioned above, please list a few | *Answer here* |

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|  | promising tools and share why they meet your objectives listed above. |  |

This planning document is based on a resource developed for SkillRise, an ISTE initiative supported by the EdTech Center @ World Education. Learn more at <https://skillrise.org/>

