

A Planned Communication Strategy

Sending an email message is not the only channel of communication with your intended audience, especially if it is part of a planned communication strategy. When you determine a need to communicate via email, it is important to ask yourself this question, "What other options besides email do I have to communicate my message?" The answer may identify more effective channels of communication and help reduce the volume of daily email.

The following steps, as depicted in the accompanying workflow process, describe HR's process of developing and sending broadcast email messages to F&A. Work through your internal communications liaison to make your message clear, concise and easy for your intended audience to act upon.

1. Determine Requirements: First Things First

- First, complete the F&A broadcast email message form and forward to your HR Internal Communications liaison. This form captures most of the steps outlined in this document.
- Ask yourself this question, "What other options besides email do I have to communicate my message?"

2. Develop Your Message

- Be sure that your message is clear about what you want people to *know* (*believe or remember*), what you want people to *do* (and when) and how you want them to *feel* about your message.
- Use the inverted pyramid style of writing when drafting general messages
- Refer to the Communication 5 W's and an H (who, what, when, where, why, how) to craft your email message.

3. Draft and Approve...Again

- Assure that process owners, project managers/sponsors and other stakeholders have reviewed content for factual accuracy; *secure approval for publishing*.
- Edit message for grammar and style.
- Review content of message for accuracy.

4. Provide "Heads-up" Notification

- If necessary, notify identified stakeholder groups (pre-determine point person) of intent to issue email message.
- Groups may have different requirements for lead time; build "heads-up" notification into timeline.

5. F&A Approval and Distribution

- This step is necessary only if the message is owned by an individual or department outside of Human Resources.
- Refer message (after approval) to ITS for publishing.

6. Publish Email Message

- Confirm message distribution list.
- Send test message(s) to identified process owner/requestor.
- Upon approval, issue email message to target audience(s).
- HR Communication liaison works with HR units who have messaging capability to publish message.