### Tool: Developing a Communications Plan

Use this worksheet to guide your communication strategy.

**Goals**

List two goals you would like to achieve related to your school nutrition programs. Be sure your goals are written as SMART goals.

1.

2.

Identify how communication tools can help you reach these goals.

**Resources**

What technology does your school nutrition department or school district currently have? Examples: district social media accounts, digital cameras etc.

Identify who may assist you with communications. How can they help? Examples include district communication staff, teachers, and students.

**Commitment**

How much time can you commit to promoting your program (per day, week, month)?

Is there a social media platform that you would like to start with? How often would you like to post on social media?

What type of content would you like to include in your communications?

Discussion

Will district administration allow school nutrition professionals to create and maintain the nutrition program’s own social media account(s)?

Do families sign media releases or waivers for their children?

If you need additional resources (e.g., people, time, technology), will the district provide support?

### Writing a Communications Plan

When you are ready to organize your communication tools, use the following chart to develop your plan. Examples are included in the first two rows of the table.

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| --- | --- | --- | --- | --- |
| **Audience** | **Key Messages** | **Tool** | **Timing** | **Resource** |
| *Students* | *School lunch provides the fuel you need to do well in school* | *Social media* | *Post on social media three evenings/week until second quarter* | *Smartphone* |
| *Families* | *School lunch is healthy and delicious* | *School newsletter* | *First Friday of every month* | *School communication director* |
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