

Communications Strategies for CE

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Dissemination

- To do:
 - Create strategizes for reaching...
 - Citizens of Michigan
 - *My research project (creating an archive of platforms)*
 - Academia
 - Across U-M and Michigan Medicine
 - *Should my research go as planned, this would be the next phase*
 - Community partners
 - Community organizations
 - Community leaders
 - *Final phase of my research project*
 - I've brainstormed video, social, and e-blast campaigns that would facilitate dissemination of...
 - MICHHR/CE Program resources and services
 - CEnR research

Campaign ideas

- Defining Impact and Success in CE
 - Video interview series – Jordan Hahn
 - Don and other partners
 - Facebook series – Nicole Bononomi
 - CE takeover
- Successful partnerships (overcoming barriers)
 - Video interview series – Jordan Hahn
 - Stories and advice
 - Facebook series – Nicole Bononomi
 - CE Takeover

Campaign ideas

- CEnR 101
 - Video series and/or Q&A using Facebook Live
 - Intro to CEnR
 - Step-by-step flow diagram
 - Intro to our CE team
 - Step-by-step flow diagram of our processes
 - MICHHR resources
 - Aims: Impact of stakeholders on shaping direction of MICHHR
 - FAQs
 - Acronyms
 - Ongoing projects, partners, successful partnerships
 - Themed instructional videos for addressing barriers, dissemination, and other concepts that come up in conversations with partners
 - Instagram stories (spotlights) and highlights (informational)

Campaign ideas

- Photography series
 - Humans of New York style...Humans of CEnR??
 - Photo with story and/or quote
 - Partner/study team/research project spotlights
 - Meet the leadership
 - CAB
 - Erica, George, Tricia, and community leaders like Ms. De Loney
 - Defining CEnR research
 - Defining impact
 - Impact of stakeholders on shaping direction of MICHHR
 - Etc.

CE Newsletter

- Frequency
 - Monthly or as needed
- Main content
 - Event reminders and registration
- Other
 - Partner/research spotlight
 - Stories like I did for the *Law Quadrangle* (with video and photography)
 - Get to know our team
 - CE 101
 - Acronym or fun fact of the day
 - Tips and tricks
 - Policy news
 - MICHHR resource highlight
 - Project updates?

Event ideas

- Fireside chats
 - Moderated
 - Questions submitted ahead of time and some live
 - In person and/or broadcast remotely
 - Blue Jeans
 - Facebook live
 - Live tweeting
 - Post event re-cap shared in newsletter and social channels
- Pop-up events
 - Partner/research project spotlight
 - Presentation followed by Q&A
 - In person and/or broadcast remotely
 - Blue Jeans
 - Facebook live
 - Live tweeting

Good practices

- Retweet and relate back to CE
 - Partners (Community orgs, community leaders, and academics)
 - Research progress
 - Policy change
- Focus on building list serv
- Have team members fill out [communications plan](#) well in advance of events/needs
 - *Make this into online form like Qualtrics?? Ticket system.*
 - Require heads up at least two months in advance, especially for events because announcements and reminders need to go out in advance
 - Need all materials for design items at least two weeks in advance

Good practices (event support)

- Social
 - Facebook live and live tweeting
 - Reminders – *refer to frequency below, but add a “day of” posting*
 - Release teasers like keynote speakers, activities, giveaways, etc. building up to an event
 - Conferences: make photo galleries out of posters
- E-blasts announcements
 - A month before registration deadline
 - Two weeks before registration deadline
 - One week before registration deadline
 - Day before registration deadline – LAST CALL
 - One/two weeks before event
 - Day before event
 - Day after event – THANK YOU
- Other channels for reminders
 - Newsletter
 - Release teasers like keynote speakers, activities, giveaways, etc. building up to an event
 - Physical mailings designed like invitations (contain agendas)

What I need

- Steer away from Splash and use Eventbrite
- Hire a media specialist/graphic designer
 - Help me strategize b/c they'll focus on print
 - Run point on event support items:
 - Designing flyers, posters, physical mailings, brochures, research/policy briefs, agendas, programs, slides, etc.
 - Create chart of printer deadlines
 - So I can focus on greater dissemination strategy and digital marketing:
 - Social, newsletter, video, e-blasts, website, and dissemination events
 - Editing and writing/storytelling for research/policy briefs, flyers/posters, brochures, executive communications, etc.
- Student photographer?
 - Better quality shots for social and publications