**Background and Messaging**

**Organization:**

**Objective:** *Improve communications among union members and bargaining unit employees through various tools, with an emphasis on [ADD MAIN COMMUNICATIONS OBJECTIVE]*

**Background:** *[Add information on current communications tools and their effectiveness]*

**Target Audience(s):**

**Goals:**

**Important Points-of-Contact:**

*These points of contact will help ensure that three people who are involved and knowledgeable about the campaign can be contacted.*

**Contact One**

Title

Email:

Office:

Mobile:

**Contact Two**

Title

Email:

Office:

Mobile:

**Contact Three**

Title

Email:

Office:

Mobile:

**Tactics**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Tactic | Timing | Audience | Created by: | Approved? | Main Messages | Notes |
| What type of tactic will you create? Below are a few tactics to consider. What other tactics can you use to reach your audience? | Date, Time Of Day | Which of your targeted audiences is this tactic directed to? Some tactics may work for one audience, while others work for all audiences. | Who created this document? This field helps the workflow and lets you know who the Subject Matter Expert if the content needs to be modified. | Has leadership approved this message? Does it need to be reviewed by anyone else?  | What main messages will you utilize in this communication? What is the most important thing for your audience to know? | Are there any additional considerations the person who distributes the message should be aware of? |
| Facebook page or group |  |  |  |  |  |  |
| Group messenger |  |  |  |  |  |  |
| Website |  |  |  |  |  |  |
| Email |  |  |  |  |  |  |
| Monthly membership meeting |  |  |  |  |  |  |
| Lunch & Learns |  |  |  |  |  |  |