**Communication Plan for Social Media Marketing Campaign**

### **Communication Objectives**

* Ensure timely and accurate information sharing among project team members.
* Maintain open communication channels with key stakeholders.
* Provide regular project updates to university administration.
* Manage potential conflicts and issues through effective communication.

### **Communication Roles and Responsibilities**

* **Project Manager:** Responsible for overall communication strategy, coordinating meetings, and disseminating information.
* **Marketing Team:** Responsible for content creation, social media management, and communication with external stakeholders.
* **IT Department:** Responsible for technical support and communication related to website and technology.
* **Student Affairs:** Responsible for student engagement and feedback communication.
* **Alumni Relations:** Responsible for alumni outreach and communication.

### **Communication Channels**

* **Project Management Tool:** A centralized platform (e.g., Trello, Asana, Basecamp) for task management, file sharing, and project updates.
* **Email:** For formal communication, project updates, and document sharing.
* **Instant Messaging:** For quick and informal communication within the project team (e.g., Slack, Teams).
* **Regular Meetings:** Weekly team meetings to discuss progress, challenges, and decisions.
* **Stakeholder Meetings:** Regular meetings with key stakeholders to provide updates and gather feedback.

### **Communication Schedule**

* **Kick-off Meeting:** A mandatory meeting at the project start to introduce the team, outline project goals, and establish communication channels.
* **Weekly Team Meetings:** Held every Monday to review progress, assign tasks, and address any issues.
* **Bi-weekly Stakeholder Updates:** Provided every two weeks to update key stakeholders on project progress and achievements.
* **Monthly Progress Reports:** Submitted to university administration detailing project performance against objectives.
* **Ad-hoc Meetings:** Scheduled as needed to address specific issues or opportunities.

**Communication Matrix:**

| **Stakeholder Group** | **Communication Channel** | **Frequency** | **Information Shared** |
| --- | --- | --- | --- |
| Project Team | Project Management Tool, Email, Instant Messaging | Daily/Weekly | Project updates, task assignments, decisions, meeting minutes |
| University Administration | Email, Progress Reports | Monthly | Project overview, key metrics, challenges, and recommendations |
| Marketing Department | Project Management Tool, Email, Instant Messaging | Daily/Weekly | Content updates, campaign performance, social media analytics |
| IT Department | Email, Project Management Tool | As needed | Technical support, system issues, website updates |
| Student Affairs | Email, Social Media | Monthly | Student engagement activities, feedback, event promotions |
| Alumni Relations | Email, Social Media | Quarterly | Alumni engagement activities, fundraising updates |

### 

### 

### **Crisis Communication Plan**

* Identify potential crisis scenarios (e.g., negative social media comments, data breach).
* Establish communication protocols for handling crises.
* Designate crisis communication team members.
* Develop key messages for different crisis scenarios.