

Communications Planning Tips

1. **Learn about your organization's communication standards.** Each workplace has different communication norms and expectations. If you haven't already, check in with your communications team to learn about the standard fonts, logos, terminology, etc. you should use.
2. **Familiarize yourself with your target audience.** When possible, find ways to introduce yourself to people on your distribution list and let them know you will be sharing information focused on their well-being. This can increase the open rates on your communications.
3. **Consider asking leaders or staff influencers to deliver the message.** We tend to act based on the person delivering the message. Boost engagement by having someone who staff are influenced by be the communicator.
4. **Share information in a variety of ways.** It typically takes people three times to act after hearing, seeing, or learning something. To boost engagement, use different communication channels and methods. For example, use a combination of email, flyers, and information sharing during meetings to reinforce the message.
5. **Limit the number of emails being sent.** Keep employees from overlooking important messages by not sending too many communications weekly.
6. **Use email subject lines to help employees invest in the content.** Start your emails with a subject line that helps employees know why they should read it. Highlight a benefit or reason to open the email, especially something that can help improve their own well-being. Keep the message straightforward and personable. Include actions and due dates in the subject line.
7. **Send emails mid-week and mid-day.** Readers are most likely to open and read emails that arrive Tuesdays, Wednesdays, and Thursdays between 10:00 am and 1:00 pm. Most emails are opened within one hour of being sent.
8. **Keep the 10 Cs of communication in mind when constructing content.** Aim to be:
 1. Clear
 2. Concise
 3. Correct
 4. Coherent
 5. Complete
 6. Creative
 7. Considerate
 8. Concrete
 9. Courteous
 10. Credible