

Strategic Messaging Part 1: Create a Plan

What is your message?

Who is your audience?

What values do you share with your stakeholders?

What influences your stakeholders?

What are your stakeholder's main concerns?

Where do your stakeholders go to access information?

Strategic Messaging Part 2: Alignment

Who are potential key partners in your school district or community?

Does your staff and other key partners know your message?

Who is your district communications liaison?
Have you shared your message with them?

How will you purposefully align your message to address stakeholder concerns and values?

Strategic Messaging Part 3: Consistency

Managing Unfavorable Feedback Checklist:

1. Make sure you are familiar with your district's policies and guidelines.
2. Take pause.
3. Fact check.
4. Be strategic in your response.
5. Invite the individual into your cafeteria.
6. Be consistent.
7. Be kind.
8. Involve others when necessary.

Strategic Messaging Part 4: Evaluation

What am I saying? Am I addressing everything I intended to?

Am I reaching my intended audience?

What results am I getting? Am I getting my intended results and/or any unintended results?

Did I deliver the message effectively? What can I change for next time?