A HANDY-DANDY GUIDE FOR PLANNING COMMUNICATIONS FOR YOUR NEXT ITS PROJECT AT FLORIDA STATE UNIVERSITY

The ITS Communications Process is designed to make sure that, together, we communicate effectively and unify the ITS brand. To achieve our goal, this guide sketches out several steps for you to follow for each and every ITS project that requires formal communications.

TIMELINE RULE OF THUMB

2-4 weeks
Projects that are noticeable but do not require preparation or cause a perceived disruption (ex. mailbox quota change)

4-16 weeks
Projects that are transformative and require preparation, necessitate action or cause a perceived disruption (ex. email system upgrade)

WHAT PROJECTS REQUIRE COMMUNICATIONS?

All ITS projects require communications. Informal communications keep groups of ITS staff updated on department projects. Formal communications promote awareness of ITS services or educate the university community about service changes or necessary actions.

FORMAL COMMUNICATIONS ARE REQUIRED FOR PROJECTS THAT:

- Require customer-facing communications or significant internal communications;
- Are distributed to >50 customers;
- Call for an action or understanding by the target audience(s);
- Are not a day-to-day communication to a defined customer group; and
- Are not communicating an incident (see Communications Guide for ITS Service Disruptions)
SUBMIT COMMUNICATIONS REQUEST
Fill out and submit the ITS Communications Request Form:
its.fsu.edu/comm-request

PREP FOR DISCOVERY MEETING
Watch for a communications discovery meeting invite from Marketing Communications and forward the invite to any team members who need to attend.

ATTEND DISCOVERY MEETING
Come prepared to discuss your project and dive into the following, nitty-gritty communication details:
- Overview
- Changes
- Benefits
- Timeline
- Audience
- Metrics

KEEP IN TOUCH
Inform Marketing Communications of any changes to the project ASAP.

REVIEW MESSAGES
Watch for an email when the messages are ready for review. This is your chance to fact check the messages and provide feedback.

If something needs tweaking:
- Make edits directly to the text
- Reply to comments
- Insert additional comments
- Resave file to SharePoint

GIVE YOUR STAMP OF APPROVAL
Use the voting buttons or reply to the review email to send Marketing Communications your final approval:
- Edits
- No edits
- Need more time

Are you preparing a distribution list for the messages? Now’s a good time to send it to mdeldebbio@fsu.edu.

WE’VE GOT IT FROM HERE
Once reviewed, Marketing Communications moves forward with CIO approval, production and distribution of the messages. Watch for a pre-release of the message(s) about 24 hours before distribution.

COMPLETE SURVEY
Take a minute to complete the ITS Communications Process survey and let us know how we can improve:
http://bit.ly/2rQbfyo

QUESTIONS
Shout out to mdeldebbio@fsu.edu