

# Could this have been an email?

How to communicate effectively and efficiently your work



ITS   
SEMINOLE  
SHOWCASE

# About me

- Marketing Coordinator for ITS
- Bachelors of Science in Information Communication Technology
- Masters of Science in Communications and Media Studies



# Why is effective communication important?

- Communications is one of the oldest and most fundamental skills in human history
- Effective communication is crucial in any organization as it ensures that information is conveyed clearly and efficiently, leading to better understanding, collaboration, and productivity.
- Helps build and maintain relationships
- You work hard everyday on the amazing work you do, so don't you want to properly communicate it?

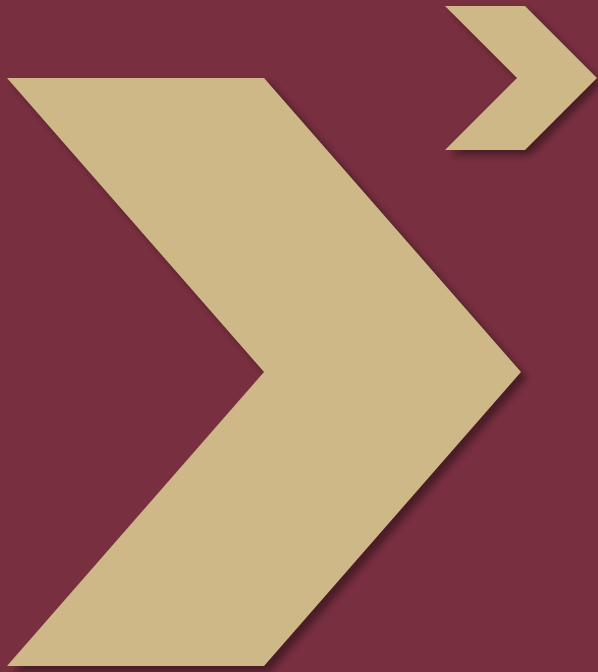


# In this presentation...

- Understanding your audience
- Communication channels
- Crafting your message
- How we communicate at ITS



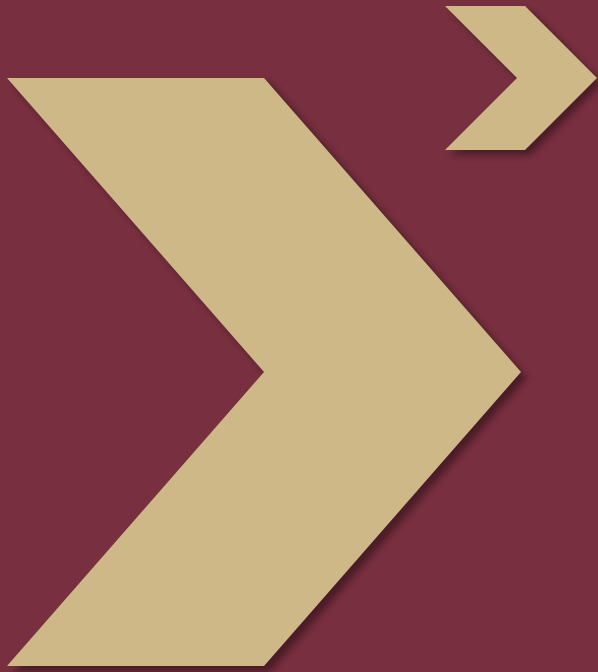
# Understand your audience



# Understanding your audience

- Effective communication requires understanding the intended audience and tailoring the message to their needs, interests, and preferences.
- Understanding your audience will help you to tailor your messages to the needs of your audience
  - What is the foundational knowledge of your audience
  - What information is necessary to your audience
- Once you know what to communicate you need to focus on how you will communicate it

# Communication Channels



# Points to consider

- How Urgent is what you need to communicate?
- How large is your audience?
- Is the information you are communicating sensitive?





# What is the best way to get your point across?



## Informal

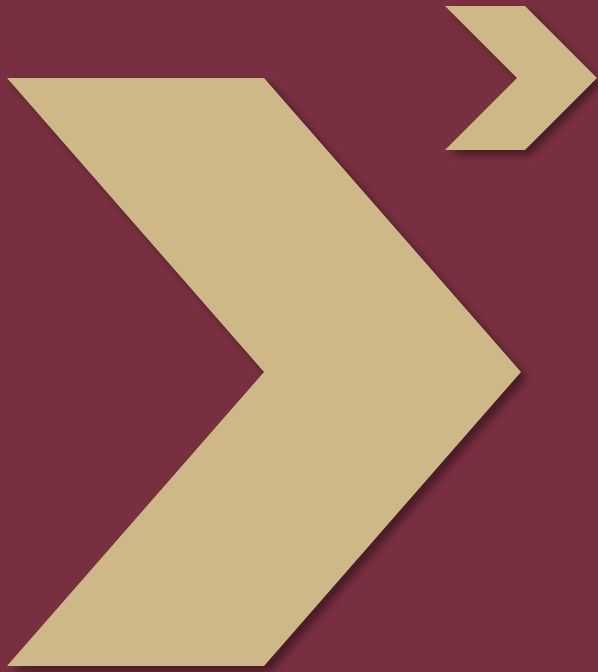
- Teams
- Pop-In
- Lunch Meeting
- Virtual Call / Phone Call

## Formal

- Formal Meeting
- Email
- Scheduled Online Meeting

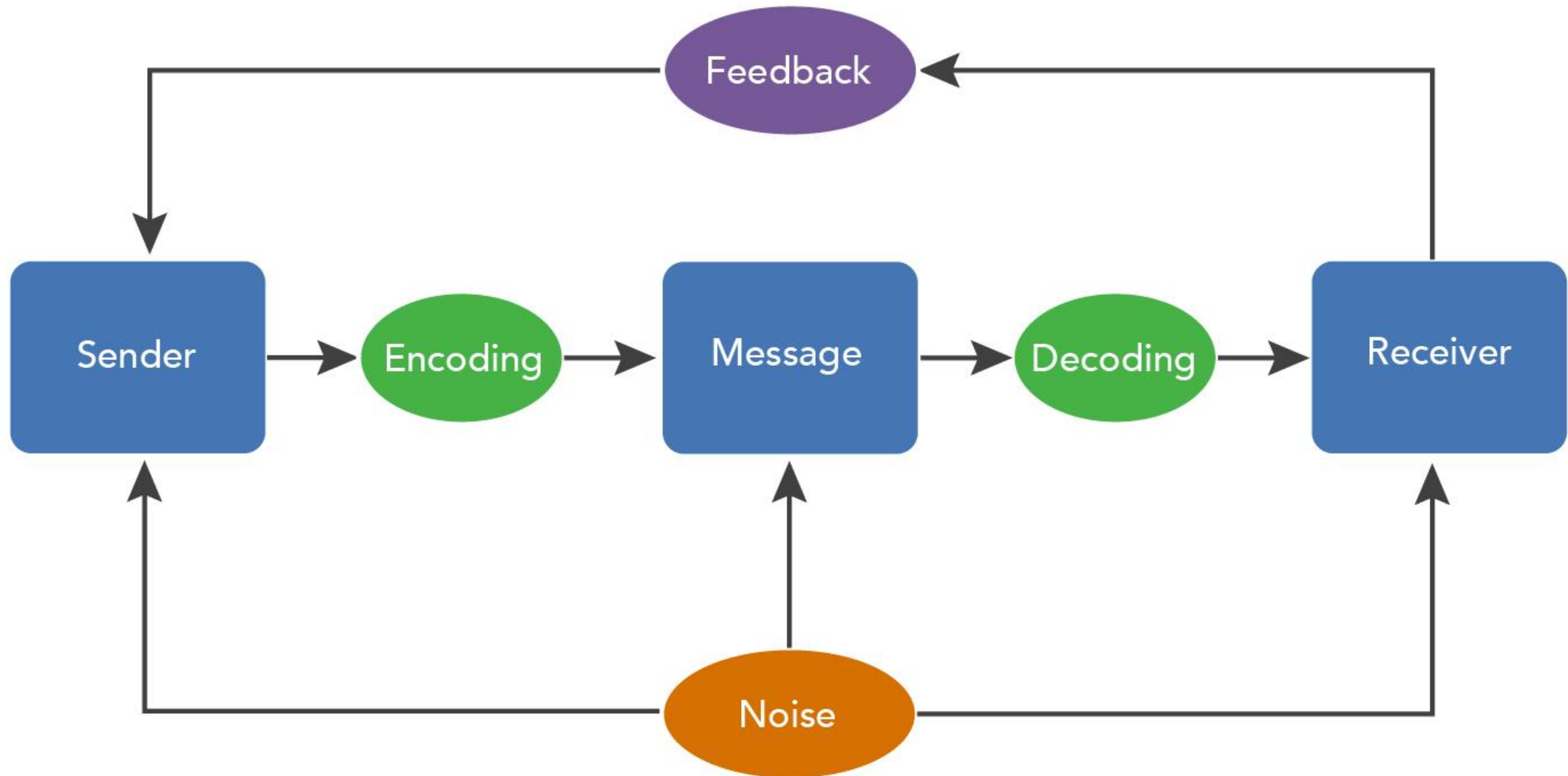


# Crafting your message



For effective communications

# The communications process



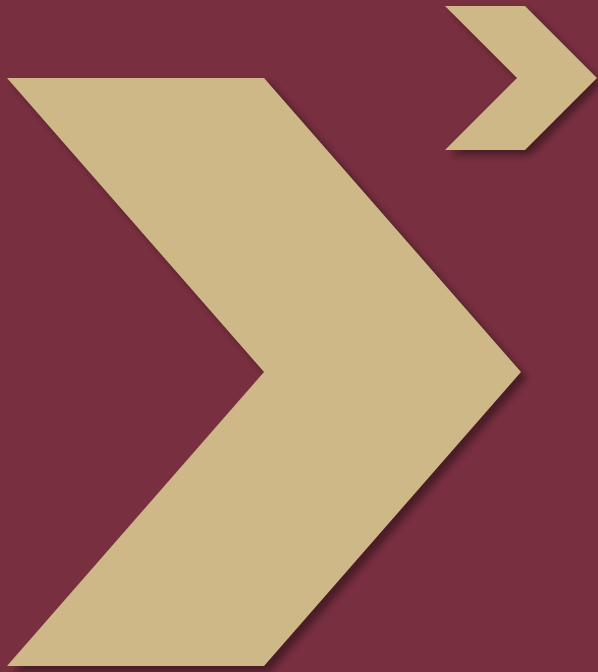
# Communications is like a game of catch



- Who are you going to toss the ball to?
  - Is your audience ready to “catch the ball”?
- Is there a reason to toss the ball back?
- Are you putting on a show while everyone else thinks you’re playing catch?
- If you’re tired, maybe the game is over.



# How we communicate at ITS



# Start with the facts

- How are you going to build the dresser without all the directions?
- Think about the who, what, where, when and why
- Think about what you need from others and what others need from you
  - It's ok to have a conversation with yourself
- This is where you define your audience which is the first step in figuring out how you will communicate



# Our audience helps us decide our approach



## **Students**

- Social Media
- MyFSU
- On Campus Ads
  - Flyers
  - Events
  - Tables

Stick to the basics  
and need to knows.  
Keep it simple!

## **Faculty/Staff**

- Emails
- Department Newsletters
- Announcements
- Meeting Partnerships

Provide some more  
details and needed  
information

## **Alumni**

- Emails
- Alumni Association Partnerships
- Mailing and Call lists

Stick to the basics  
and need to knows

# Build out your plan, execute your message



INFORMATION TECHNOLOGY SERVICES		COMMUNICATIONS PLAN - ITS OPEN HOUSE														
		November 2023														
Status	Message	Description	Cost	Stu	Fac	Sta	IT	Tar	Schedule	IC Deadline	Message	Lead	Designer	Notes	Tracking	Action
<b>Web</b>																
Complete	ITS Website	Banner on ITS homepage	0						October 30-November 8	10/27/2023	17	Megan D	N/A	Banner on ITS homepage		
Complete	Digital Banner	Graphic; banner image to accompany various web posts	0						November	10/27/2023	17	Megan D	Lexi F	Link to FSU calendar event Sizes: 1200x400px (Web) 600x400px (Email) Note: Keep left or right side of web banner clear of important design or text		
<b>Total WEB DIGITAL MARKETING</b>			<b>\$ -</b>													
<b>Digital</b>																
Complete	Email (DDD)	E-communication; detailing ITS service/initiative and instructing audience of next steps; include call to action and link	0						October 30	10/27/2023	3	Alexa L	N/A	Include parking and carpool suggestions	Betsy sending list of VIPs	
Complete	Email (UITM)	E-communication; detailing ITS service/initiative and instructing audience of next steps; include call to action and link	0						October 30	10/27/2023	3	Alexa L	N/A	Include link to registration page		
Complete	Email (Thank You)	E-communication; detailing ITS service/initiative and instructing audience of next steps; include call to action and link	0						November 13	10/27/2023	7	Megan D	N/A	Thank for coming to event	Jonathan approved 11-6	
Complete	Email (ITS - Open House Logistics)	E-communication; detailing ITS service/initiative and instructing audience of next steps; include call to action and link	0						October 3	10/3/2023	4	Betsy C	N/A	Feedback on what activities each team will present at their booth at the ITS Open House		
Complete	Email (ITS - Food Choice)	E-communication; detailing ITS service/initiative and instructing audience of next steps; include call to action and link	0						October 17	10/17/2023	5	Betsy C	N/A	Feedback on what box lunch they would like at the ITS Town Hall		
		E-communication; detailing ITS service/initiative												10-11:30 town hall; 11:30-2 lunch and		



DIGITAL MARKETING



# It's ok to fail at first



Communicating can be hard. The skill to communicate is like a muscle that needs to constantly be worked out.

Ask for feedback, listen to your audience and grow to be better the next time.



## Questions?

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# Thank You!

