

School Communication Plan

Communication is not an "OR" but an "AND." Using only email, or social media, or print will not work, but using all of these platforms together will make a huge difference! Here are some tips for each platform and how they can be used for this event:

Email:

- Research shows that open rates are higher in the middle of the week.
- If you are able, send your emails on Tuesday, Wednesday, or Thursday.
- Use this as an opportunity to share the registration link, and also include info on the 5K in your regular school communications.

Social Media:

- Share our Facebook event, school family posts, and your own school's plan on participating this year.
- Use multiple social media platforms go a long way in reaching a broader audience.
- Posting any day between 12-3PM for increased reach.

Print:

- Have posters and fliers up around the school.
- Parochial schools should include information on the 5K in the bulletin!
- Print should be a constant until the 5K or any event you have is over!

Weekly Planner

Week 1 8/30

- Email to all community
- Share Facebook Event
- Posters and fliers up in the School/Church (Provided by HFF) Include in church bulletin. *Print remains till end of event.
- **Select local 5K date**

Week 2 9/6

- Facebook/insta/twitter post with link to register
- **Decide if participating in entertainment at Mission County Park.**
- **Get volunteers and plan for local 5K event**

■ All

■ In-Person Event

■ Virtual Option

School Communication Plan

■ All

■ In-Person Event

■ Virtual Option

Weekly Planner

Week 3 9/13

- Initial Email to Alumni to participate in person or virtually.
- If participating in entertainment, alert team/group for practice
- Select team to create Tik-Tok video

Week 4 9/20

- Facebook/insta/twitter post
- Put together team of volunteers for day of event.
- Start working on Tik-Tok Video

Week 5 (9/27)

- Reminder Email to all of community to sign up to the 5K
- Liaison Meeting (9/28)

Week 6 (10/4)

- (Virtual 5K starts 10/10)
- Facebook/insta/twitter post
 - Email Reminder to Alumni and out of town family to participate

School Communication Plan

■ All

■ In-Person Event

■ Virtual Option

Weekly Planner

Week 7 (10/11)

- Email to community that the virtual 5K has begun and the community is in 2 weeks.
- Reminder for volunteers, make sure entertainment is ready.
- Prepare for and have local 5K event

Week 8 (10/18)

(Community Fun Run 10/25)

- Facebook/insta/twitter post
- Email reminder to all, last chance to sign up
- Short meeting with parents/volunteers
- Submit Tik-Tok Video
- Liaison Meeting (10/19)

Week 9 (10/25)

- Thank you Email to all community for participating

Week 10 (11/1)

- Email to all community for a save the date for next year.