



**E-Learning, Technology  
and Communications**  
UF | COLLEGE OF EDUCATION



# **Communications Team**

## ONBOARDING QUESTIONS

# Onboarding Questions

## COMMUNICATION GOALS

- What are your SMART (Specific, Measurable, Achievable, Relevant, Time-Bound) objectives? Examples may include:
  - Increase Awareness
    - How will you measure success?
  - Generate leads or applications
    - How many?
  - Increase website visits or resource downloads
    - Why? What do you hope visitors will do?
- What key messages need to be repeated often and clearly?
  - What shared terminology needs to be established for consistency and accuracy?
- Have you seen communications (campaigns, ads, email, social media) that resonated with you?
  - What would make you click for more information?

## TARGET AUDIENCE(S)

- Who are you trying to reach? Who is the end user?
  - Demographics, psychographics, geographics (age, gender, life stage, interests, physical location, etc.), the more detailed the better.
- Who isn't the target audience?
  - Knowing who you're not trying to reach can be helpful too.

# COMMUNICATION PARTNERS

- Who needs to be involved in the review process? (Names/positions)
  - Try to limit to no more than two additional individuals. If there are multiple organizations, identify one person for final approval at each.
- What is the expected turnaround time for project communications/approvals?
  - This will help to plan the overall project timeline.
- Who can we reliably coordinate with to amplify messaging at appropriate times?
  - What professional organizations/listservs do you have access to?
  - Do you use social media in a professional capacity? If so, what platforms?
- What competition do we have?

# COPYWRITING/EDITING

- Who will be drafting and editing content?
  - Where will content be used?
- Will you be working within parameters established by a style guide(s)?
  - Brand/Branding
  - Communications/messaging platform
  - Voice and Tone

# TACTICS

Common tactics include, but are not limited to:

## **Press Releases**

- News, content marketing, or both?
  - Will media relations efforts, work to get in the news, help reach target audiences?
  - Would brand journalism, telling your own story, be more effective?
- If we go with media relations, who is the spokesperson?
  - Are there media training needs?
  - If we go with content marketing, where does the piece live?

## **Special Events**

- Will you be organizing any events associated with this project, e.g. conference, open house, tabling?
  - If so, when in the project timeline should this occur?
- Will you need support designing promotional materials and assets for the event?
- What is the budget for promotion and/or printed materials?

## **Organic Social Media**

- What person-centered stories can you tell that will be relatable to your target audience on social media?
- What compelling imagery (photos or videos, not graphics) will we have access to?
- Will you need us to create promotional videos?

## **Paid Advertising**

- Where will we reach our target audience?
  - Social media? Event sponsorship? Google Ads? Others?
- What is your lifetime or annual budget for paid advertising?
  - Include a swag budget for tabling events.
- What is the action you want taken from advertisements?