

# >> Positive PR for Principals: 5-Step Communications Plan Worksheet



**Step 1: Write down 3 key messages about your school-your elevator pitch.** (What you do, what you stand for, how you are different, and what value you bring to parents, staff and students. About 7 words per message!)

- 1.
- 2.
- 3.

**Step 2: List 3 things you can start doing this week to improve communications in your school.**

(Examples: Creating a staff email update, scheduling a meeting with PTA or parent group, or creating a calendar for media outreach)

- 1.
- 2.
- 3.

**Step 3: Identify 3 places to find content for marketing and social media:**

(Examples: district calendar, school calendar, teacher newsletters, PTO report, etc.)

- 1.
- 2.
- 3.

**Step 4: Choose on 1-2 social media tools to implement:**

(Examples: Start a blog, Facebook page, Twitter account, or set up a YouTube channel, etc.)

- 1.
- 2.
- 3.

**Step 5: Determine 2-3 measures of success-2/2what would you like to achieve?**

(Examples: number of fans/likes, more web traffic, positive feedback, more media coverage)

- 1.
- 2.
- 3.

**NOTES:**

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