

Communication Planning

Communication Messaging

Every piece of communication you send should align with and reinforce your vision, mission, and core values.

Vision	Mission	Core Values

Communication Frequency

Builders communicate with their stakeholders frequently. It's better to OVER-communicate than under-communicate, especially during times of crisis.

Who	What	When (how often?)
Teachers		
Students		
Parents		
District		
Community		

Communication Channels

Every Builder needs 4 different communication channels to help you stay on top of your communication needs.

1. **A tool for conversation:** This will help you converse with your team externally. (Useful tools include Voxer and WhatsApp)
2. **A tool for procedural information:** This will help you quickly communicate procedural information to your team. (Useful tools include Slack and Microsoft Teams)
3. **A tool for getting work done:** This will help you stay on top of ongoing projects (Useful tools include Trello, ClickUP, and Asana)
4. **A tool for external communication:** This will help you communicate with parents, students, and other stakeholders (Useful tools include Email and Social Media Platforms)

Identify Your Four Communication Channels Below:

Purpose	Tool
Conversation	
Procedural Information	
Getting Work Done	
External Communication	