



DELTA TAU DELTA

It will be critical to communicate the plan to members. The level of parental concern about COVID-19 will be extraordinarily high when the campus reopens, and members return. Including parents in key messaging is an excellent strategy to address their concerns and can be accomplished by inclusion in the message.

ELEMENTS OF EFFECTIVE MESSAGING AND COMMUNICATION

- Has unified content.
- Is consistent and reflects brand identity.
- Addresses the intended audiences' needs and (if appropriate) is delivered in multiple languages.
- Is appropriate in tone to the urgency of the communication. Calmness, confidence, and compassion should be evident in the message.
- Is timely, transparent, and clear.
- Is updated frequently and dated to reflect this timing.
- Is delivered through multiple platforms (website, social media, email, etc.).
- References additional resources (e.g., website, hot lines, FAQs for additional information).
- Is assessed and adjusted as necessary.
- While there are many issues to consider for communication pieces, it can be helpful to address the basics of "Who, What, When, Where, Why, and How."

WHAT IS THE PURPOSE OF THE MESSAGE?

- Define the main message. Including too many key points into a single communication piece makes it overly complex and long, which risks reader fatigue, inattention, and loss of the message.
- Each message should include contact information for email and phone follow-up. Ensure volunteers and officers are prepared to respond to concerns in a timely manner.

Information is from <https://www.holmesmurphy.com/fraternal/wp-content/uploads/sites/2/2020/05/Whats-The-Plan-1.pdf>

