Communications Campaign Roadmap

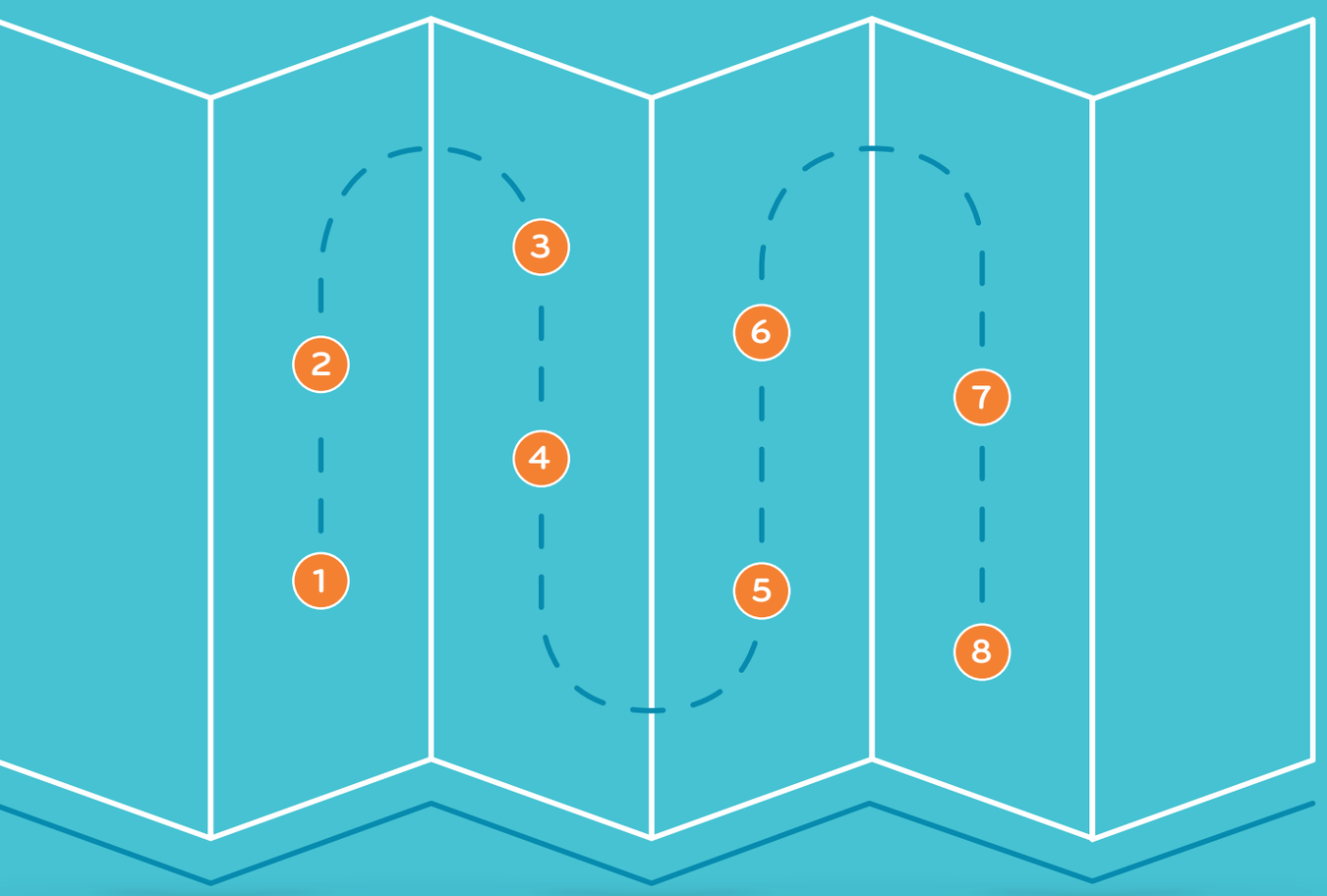
THE MIT Work Life CENTER

MIT Human Resources

pk PopKitchen Co.

MY LIFE SERVICES
CASE STUDY VIDEO

Walk Through Roadmap



1. Establish Goals
2. Reach Out to Target Audience
3. Create a Communications Plan
4. Craft a Positioning Statement
5. Construct Your Message
6. Design to Connect
7. Launch Your Campaign
8. Track the Results

1

Establish Goals

Setting goals and objectives is the first component of a sound communications strategy. They are the foundation for keeping track of your campaign's progress.

When planning your campaign, first define your goals; they are what keep the campaign grounded.

Campaign Goals should be:

- SPECIFIC
- MEASURABLE
- ATTAINABLE
- RELEVANT
- TIME-BOUND

1

Establish Goals

Example

The primary goal of the **MyLife Services** campaign:

Demonstrate the range of exceptional new services and resources offered by the EAP and reinforce the dedication of this critical benefit towards meeting the need of MIT faculty, staff, postdocs and their families

2

Reach Out to Target Audience

Ensure your campaign resonates with your target audience by reaching out to them to understand their perception of the benefits offered to them.

Knowing your audience will ensure you can tailor your campaign to resonate with each target segment.

- Conducting focus groups are essential for establishing a baseline across functional areas, and will inform your campaign's messaging.
- When inviting your audience, make them feel as though they are participants in shaping the communications plan and respect their feedback and ideas.

TIP: Sweet Thinking — Providing lunch and sweets is basic AND an incredibly effective recruitment tool!

Example

MIT Focus groups:

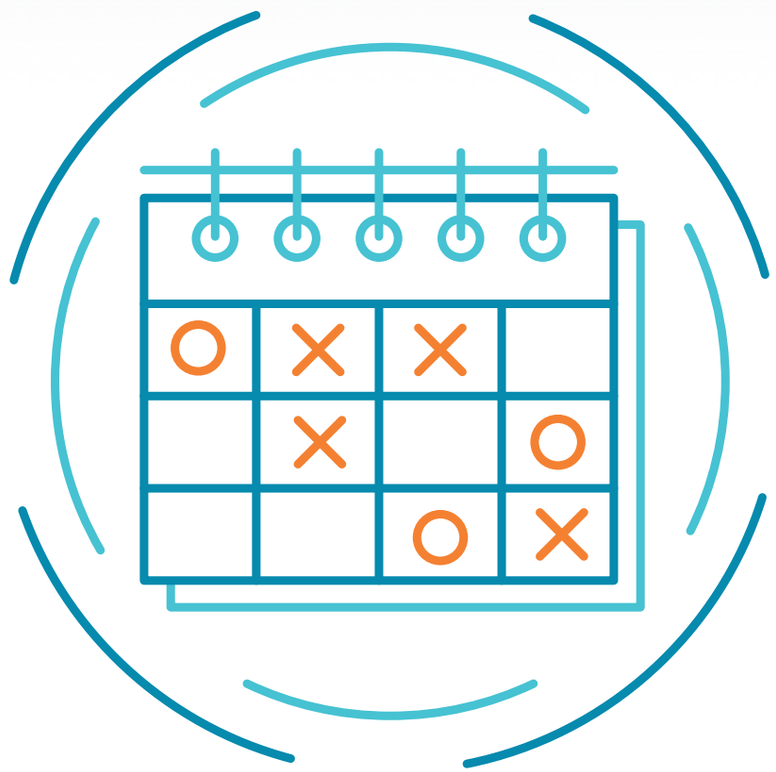
1. Faculty, Deans
2. Exempt Staff
3. Non-Exempt Staff
4. Postdocs
5. HR Professionals
6. Facilities Staff
7. MIT Medical Staff

2

Reach Out to Target Audience

3

Create a Communications Plan



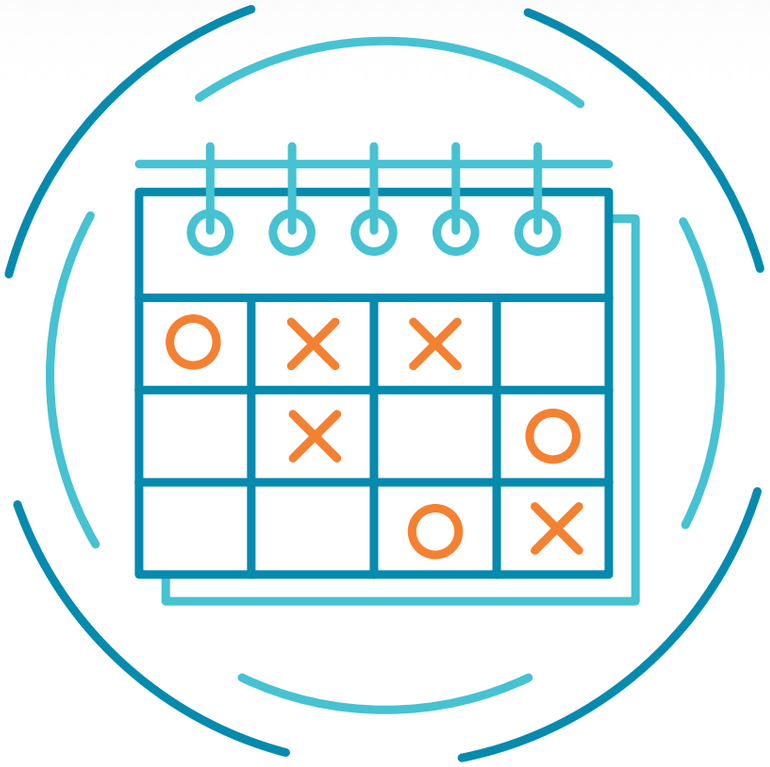
A communications plan serves as the roadmap to your awareness campaign.

It should detail the following:

- Campaign budget considerations
- Exactly who to target
- What messages you intend to convey
- How this messaging will be delivered
- When each tactic will be implemented

3

Create a Communications Plan



Example

DATE	VEHICLE	AUDIENCE
Tuesday, May 17	Banner on Work-Life Center and MIT HR websites	MIT Community
Wednesday, May 18	Mailchimp Email from Lorraine	HR Partners
Tuesday, May 31	Caregiving e-newsletter	Senior Care Listserv
Wednesday, June 1 (May/June Issue)	Faculty Newsletter (Advice Column)	Faculty
Thursday, June 2	Work-Life Presentation	MIT Medical
Wednesday, June 8	Email from Lorraine	All faculty, staff, and postdocs (Campus)
Thursday, June 9	Work-Life Presentation	MIT Medical
Tuesday, June 14	Paper postcard to offices (1/4)	All faculty, staff, and postdocs (Campus)
Thursday, June 14	Work-Life Presentation	SHASS AOs
Wednesday, June 15	People Matters e-newsletter	HR Partners
Wednesday, June 15 – Sunday, June 26	Facebook Ad for Ask Lucy Column	MIT Community
Thursday, June 16	Paper postcard to offices (2/4)	All faculty, staff, and postdocs (Campus)
Thursday, June 16	Resiliency presentation	HR Partners
Monday, June 20	AdminConnect article (web)	Admin Staff
Monday, June 20 – Friday, July 1	Atlas intranet announcement	MIT Community
Monday, June 20	Paper postcard to offices (3/4)	All faculty, staff, and postdocs (Campus)
Tuesday, June 21	MindHandHeart e-newsletter	MIT Community
Wednesday, June 22	Paper postcard to offices (4/4)	All faculty, staff, and postdocs (Campus)
Thursday, June 23	Caregiving e-newsletter	MIT Community (Senior Caregivers)
Friday, June 24	MIT News article (web)	MIT Community
Thursday, June 30	Work-Life Presentation	MIT Medical
Monday, July 11	Paper postcard to offices	Lincoln Laboratory
Wednesday, July 13	People Matters e-newsletter	HR Partners
Thursday, July 14	MyLife Services Overview presentation	HR Partners
Wednesday, July 20	Work-Life Presentation	Sloan staff
Monday, July 25 – Friday, August 5	Atlas intranet announcement	MIT Community
Tuesday, July 26 – Thursday, July 28	Digital signage	MIT Community
Thursday, July 28	Work-Life Presentation	MIT Community Wellness
Tuesday, August 2 – Thursday, August 4	Digital signage	MIT Community
Tuesday, August 9 – Thursday, August 11	Digital signage	MIT Community
Tuesday, August 16	Work-Life Presentation	MITIMCo Staff
Monday, August 22	Seminar Mailchimp email	All faculty, staff, and postdocs (Campus and Lincoln Lab)
Thursday, August 25	Sloan Information Fair	Sloan graduate students
Thursday, August 25	Work-Life Presentation	MIT Libraries
Wednesday, August 31	Spouses & Partners Learning Fair	Spouses & partners of MIT affiliates
Wednesday, August 31	Caregiving e-newsletter	Senior Care Listserv
Monday, August 29 – Friday, September 9	Atlas intranet announcement	MIT Community
Wednesday, September 7	Seminar paper postcard	All faculty, staff, and postdocs (Campus and Lincoln Lab)
Wednesday, September 7	Work-Life Presentation	Alumni Association/Resource Development
Monday, September 12	MyLife Services Presentation	Facilities Staff
Wednesday, September 14	People Matters e-newsletter	HR Partners
Friday, September 16	Work-Life Presentation	DAPER
Tuesday, September 20	Dept. of Chemistry Resource Fair	Chemistry Department
Tuesday, September 20	Work-Life Presentation	New Women at MIT
Thursday, September 22	MyLife Services Presentation	SoE Administrative Officers
Wednesday, September 28	Caregiving e-newsletter	Senior Care Listserv
Tuesday, October 4	Work-Life Presentation	MIT Media Lab
Thursday, October 6	MyLife Services Presentation	SHASS School Council
Thursday, October 13	MyLife Services Presentation	SA+P Administrative Officers
Friday, October 14	EVPT Poster Session event	EVPT
Wednesday, October 19	MyLife Services Presentation	Spouses & Partners Connect
Late October/Early November	Open enrollment email and website	Benefits-eligible faculty, staff, and postdocs (Campus and Lincoln Lab)
Tuesday, November 1	Lincoln Lab Benefits Fair	Lincoln Lab employees
Monday, January 9, 2017	Work-Life Flipbook (hard copy)	Central HR, HR Partners, AOs
January/February 2017 Issue	Faculty Newsletter (hard copy and web)	Faculty
Ongoing	Targeted Postcards	Faculty, Staff, Postdocs
Ongoing	Wallet Card	MIT Community
Ongoing	Orientation session/packets	New Employees
Ongoing	Orientation session/packets	New Postdocs

4

Craft a Positioning Statement

Analyze all data taken from focus group sessions and determine key external messages and support points you'd like to highlight in your campaign.

This will inform your positioning statement, which will inform all strategic messaging and creative concepts of your campaign.

A positioning statement is structured using three main components:

- **Identifies what the service is and what it stands for**
- **Identifies the target audience(s) and what their needs are**
- **States how those specific needs will be addressed by the service**

Example

The following positioning statement is from our work developing **MyLife Services:**

MyLife Services is an at-the-moment, no-cost, confidential support network developed specifically for MIT staff, faculty, postdocs and their families.

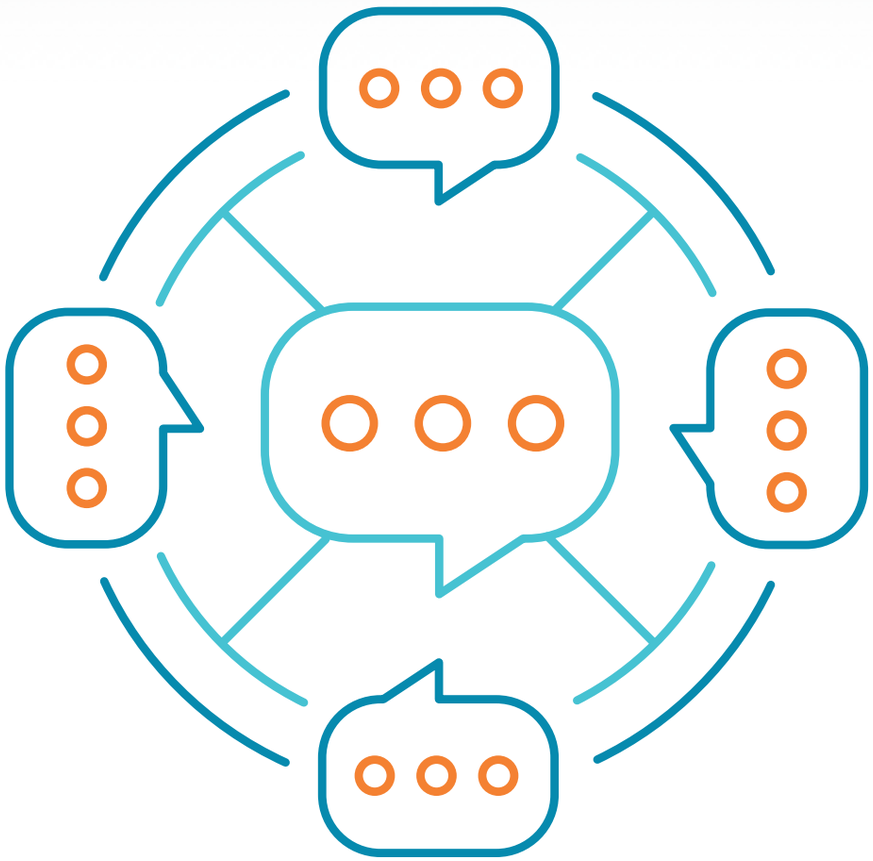
Eligible MIT community members now have one go-to source offering direct access to an expert to get the help they need, whenever and wherever they need it – from confidential assistance for depression, to receiving helpful guidance dealing with a difficult family matter, or finding legal and financial advice.

4

Craft a Positioning Statement

5

Construct Your Message

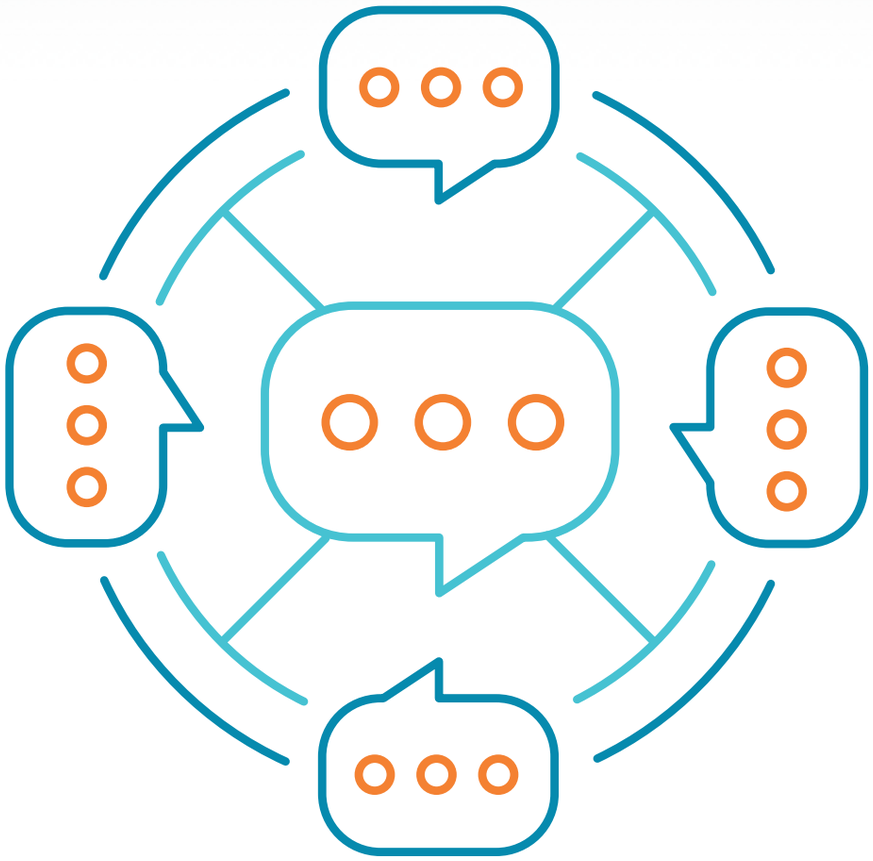


Once you have an approved positioning statement, it's time to simplify and transform it into core campaign messaging.

- **Synthesize your positioning statement** and identify all key external messages into a primary message that is broad enough to resonate with your audience.
- **Structure your message** into compelling, easy-to-understand language that appeal to each audience segment.
- **Create a compelling Call-to-Action (CTA)** that supports the primary message and drives your target audience to utilize the benefit.

5

Construct Your Message



Example

Sample Messaging/Statements

What's on your mind?

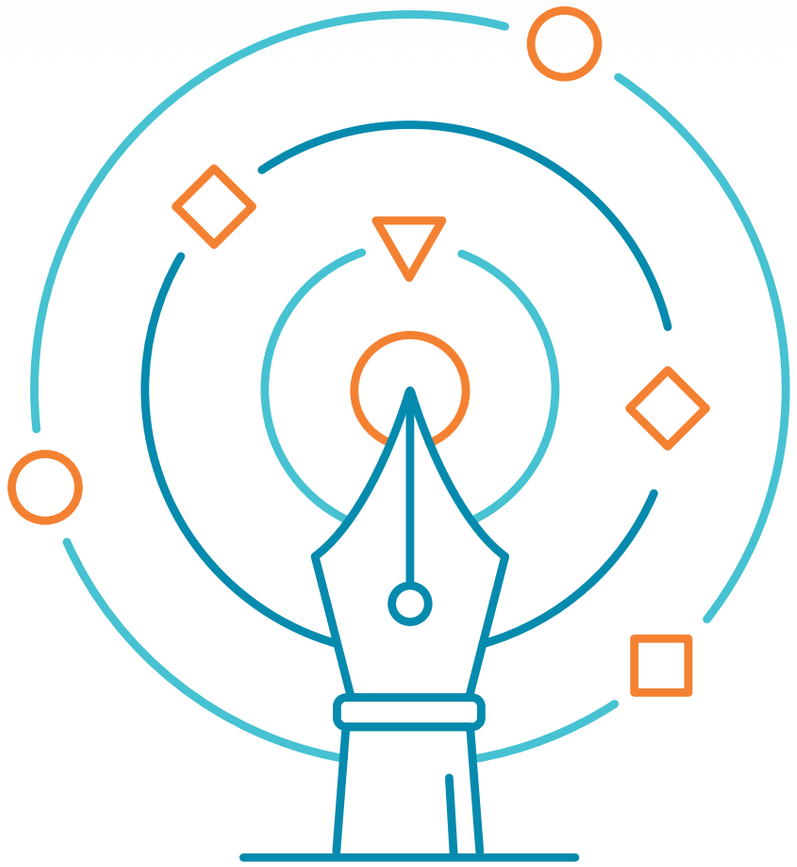
Make life a little easier

6

Design to Connect

Once you've developed your primary message and have identified who your target audience is, the next step is to build a memorable, creative approach to your campaign.

- **Keep it simple:** Cut through campus clutter by devising an approach that's equally simple in concept and visual creative direction.
- **Establish a distinctive, consistent look:** Make sure your campaign's visual identity is consistent across all communications components.



Example

Promotional Postcards

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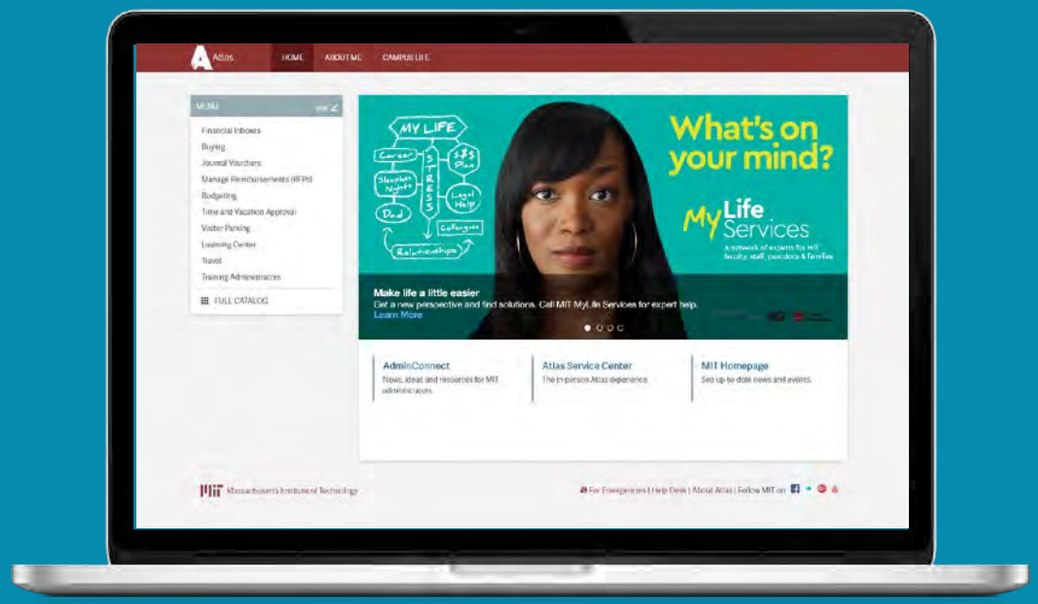
Design to Connect

Example

Poster

Intranet Banner



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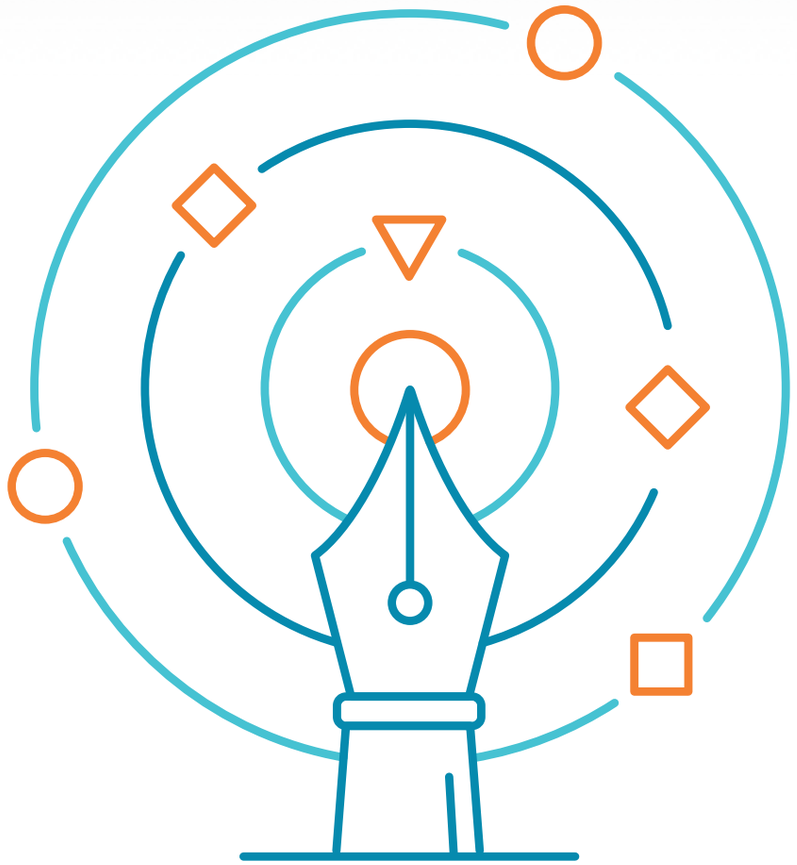
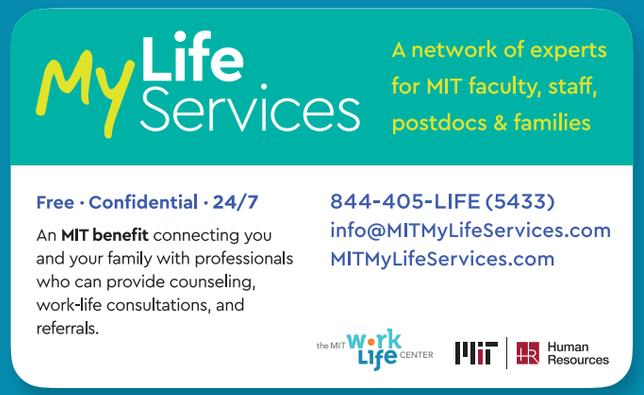
Design to Connect

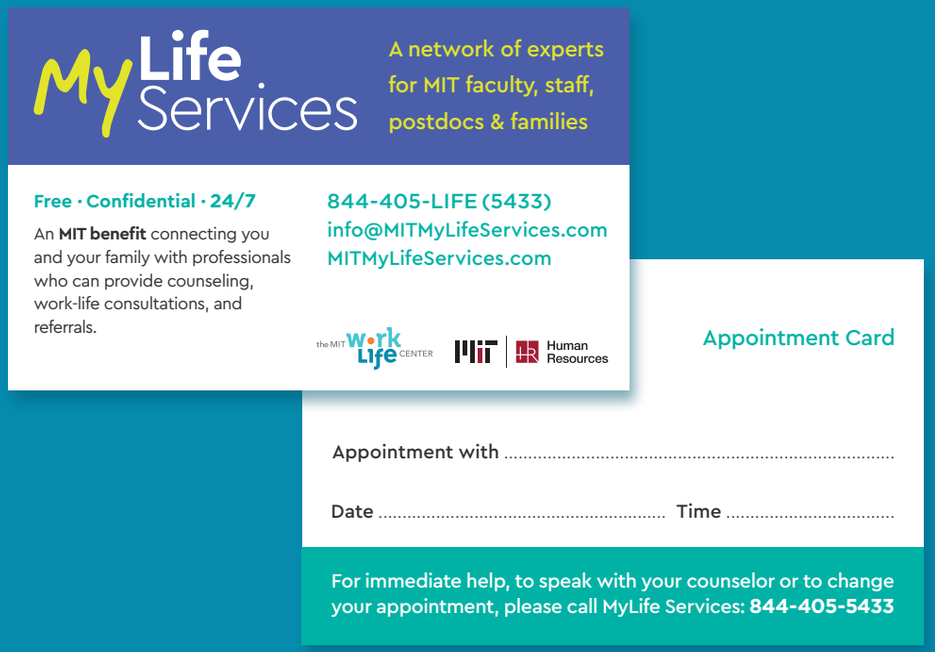


Example

Wallet Cards



Appointment Cards



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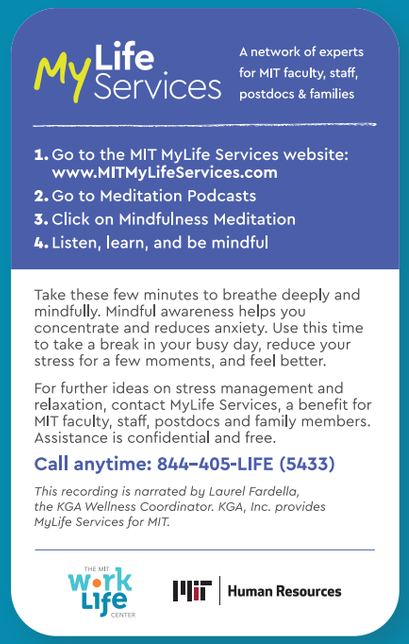
Design to Connect

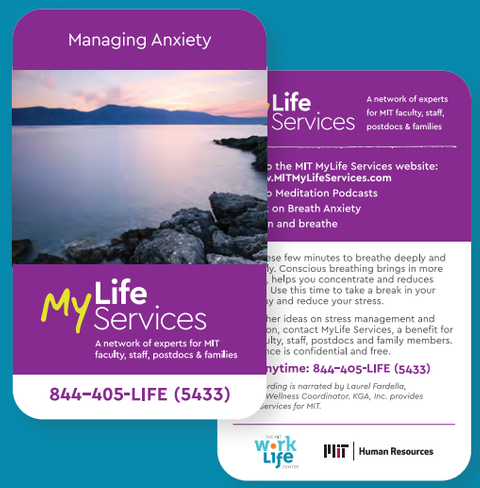
Example

Meditation Cards

FRONT



BACK



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Design to Connect

7

Launch Your Campaign

It's finally here, GO-time -- you're now ready to launch your campaign. As you strive to make your communications campaign as successful as possible, remember the following:

- **Prepare your team as well as internal stakeholders and vendor partners.**
- **Create content that can be easily adapted to suit different media** (print, digital, video etc). It takes multiple impressions for an individual to recognize a specific campaign message.
- **Make sure communications collateral is geared to drive traffic** to your ultimate target whether a digital landing page or a toll-free phone number, or both.

TIP: Always remember:
Clear, Compelling and Consistent.

7

Launch Your Campaign

Example

Digital Signage

8

Track the Results

One of the most important aspects of any campaign—especially integrated campaigns—is putting the proper analytics and attribution methods in place to really understand how your targeted audiences are taking advantage of the new benefit.

Example

Program Utilization*

First Nine Months (05/01/16 – 01/31/17)

MIT COMMUNITY RESPONSE

1,353	59	13.6%
Number of cases	Manager/ HR consults	Estimated Annualized Utilization

WHO IS CALLING?

	No. of Cases	% of Utilization
Staff	545	63%
Postdoc	80	9%
Faculty	72	8%
Family	110	13%
Not disclosed or case not closed	62	7%

* Utilization is based on a headcount of 13,735 employees

8

Track the Results

Questions?

Thank You.