COMMUNICATIONS ONE-PAGE PLAN

KEY OBJECTIVES - What we are striving to achieve!

IMPACT...

1. BE SEEN: Ensuring all communications are open and accessible to all OU students by creating clear, consistent messages. Becoming more active and visible in student spaces and within the University.

2. BE HEARD: Raising the reputation and profile of the Association’s services, events, activities and opportunities. Being more ambitious with campaigns and events in our approach to communications and by learning through listening to the OU Student Community.

3. BE PROUD: Promoting the Association’s success stories and celebrate the OU student community. Building strong relationships with OU students, highlighting their stories and how the Association plays a crucial role in their student journey. Ensuring all communications deliver a positive and memorable experience.

4. BE EFFECTIVE: Collecting insight from the OU student voice and community, and use this information to inform communications. Strengthening internal and external communications by developing a better understanding of methods and technologies. Enabling ‘ambassadors’ for the Association to promote our student communities and opportunities.

IDEAS...

CONTENT: Information to get across in our communications:

- What they want to know
- What they need to know but don’t know yet
- Call to action (join our community, get involved and find out more)
- The boring stuff (but essential)

KNOW IF SOMETHING IS BLAH BLAH:

- It takes too long to read
- In never engages the imagination or emotion
- It makes no lasting impact

For guidance contact: ousa-comms@open.ac.uk

IMPLEMENT...

Tone of voice and branding guidelines will be adopted to help keep our brand personality consistent no matter who is updating or sending out information.

Following a plan of action will help us to keep on track of targets and determine which channels are the right ones for communicating with our audiences.

OUR CHANNELES:

Our key communications channels are: our website, Facebook, Twitter, Instagram, Forums, magazine, e-newslets, bulletin, radio and podcast.

The University’s channels are: Intranet, CAMEL mailing and bulletin system, OpenNews, TutorHome, Snowball and dedicated mailing lists.

OUR KEY MESSAGES:

- Promoting the OU student community
- Representing the OU student voice
- Regular news and information
- Performance and impact of our work
- Volunteering
- Getting involved
- Regional information
- Support for OU students
- OU Students Shop and NUS Extra

PLANNING:

By completing the Communications Form, all year round messages will be developed and adopted for visibility throughout the year.

These messages around events, groups, getting involved and services will feature in a Communications Calendar and will be communicated via our various channels throughout the year.

These messages should relate to our core values, branding guidelines and how we should be perceived as an Association.

INSIGHT...

It is key to the work of the Association that our communication channels are monitored and insight is gathered. This will support the work of the communications team and the Association as a whole so actions are based on evidence and provide a social return on investment.

HOW WE SHOULD BE PERCEIVED...

Representative
Engaging
Supportive
Inclusive
Independent
Community
Voice
Influential
Enthusiastic
Honest
Informed
Clear