

## TEMPLATE - Communications plan

### **Project title**

### **Introduction**

A brief outline of the project

### **Objectives**

Bullet points detailing what you aim to achieve. These should be clear and measurable

### **Risks/considerations**

Are there any risks to consider with the project?

### **Target audience**

Who is your project aimed at?

### **Key messages**

What does your target audience need to know?

How does the project benefit them?

### **Channels**

How are you going to communicate with your target audience?

### **Measure**

How will you measure the effectiveness of your communications?

## **Communications plan - EXAMPLE**

### **Introduction**

The University of Aberdeen has signed up with technology firm CriticalArc to provide SafeZone, an application-based safety and security service for staff and students.

The system operates through a downloadable 'app' that can identify users' locations on campus and other pre-defined 'SafeZones'.

SafeZone offers improved personal protection and can summon assistance via a 'tap' on a user's smartphone.

The system is privacy protected so students and staff will never be tracked unless they activate the app to summon assistance. Students and staff will not be tracked as they go about their daily business.

SafeZone can also be utilised to deliver mass communications in the event of an emergency, through a push notification to registered users (SMS and email also available - can select preferred option).

There will be a 'soft launch' for staff before SafeZone launches for students arriving in September.

Critical Arc has provided a range of marketing materials to support communication requirements.

### **Communications objectives**

1. To raise awareness and promote the use of SafeZone to students and staff in order to maximise use of the product.
2. To utilise all relevant channels in the promotion of SafeZone to students and staff.
3. To mitigate the potential for negative perceptions arising from the introduction of SafeZone (as outlined in risks considerations) by reinforcing the optional nature of the product and Aberdeen's reputation as a safe city.
4. To reinforce current safety and wellbeing messages across the University.
5. To enhance the University's reputation for providing a safe and secure environment for students and staff.

### **Risks/considerations**

There is a slight risk that the arrival of SafeZone creates a perception that the University has an issue with safety and security at its campuses and facilities. Therefore it is important to emphasise Aberdeen's status as a safe place to live and study, as well as the importance the University places on safeguarding students and staff.

### Target audience

- New and returning students.
- All staff, but particularly lone workers or those who work shift patterns.

### Key messages

SafeZone is an application-based safety and security service that is free to staff and students, and is in operation across all our campuses and facilities.

By 'tapping the app' students and staff can summon assistance from the University's security team.

SafeZone is privacy protected so students and staff will never be tracked unless they activate the app to summon assistance, and then only until the matter is resolved. Students and staff will not be tracked as they go about their daily business.

The app is easy to download – simply visit [www.safezoneapp.com](http://www.safezoneapp.com) and follow the simple instructions for your smartphone.

The University of Aberdeen is committed to maintaining a safe and secure environment for staff and students, which is why we have teamed up with Critical Arc to provide SafeZone.

Aberdeen is one of the safest cities in the UK, and was recently awarded Purple Flag accreditation for the third year running. Purple Flag status is given to UK towns and cities in recognition of the safety and security enjoyed by their residents, and Aberdeen is one of only two Scottish cities to receive accreditation.

Safezone is already in use at a number of UK universities, and at other institutions worldwide.

### Channels - student

- Dedicated webpage on Students' InfoHub providing central web resource
- Student 'ezine' messages prior to September arrival
- Freshers week 2016 – dedicated stand
- University social media channels
- AUSA channels
- Plasma screens (across campus including accommodation)
- Personal tutors
- Message of the Day
- My Aberdeen
- Classroom computers (screensaver)
- Campus posters
- Student newspaper (Gaudie)
- Student safety and welfare events

### Channels – staff

- Dedicated webpage on StaffNet providing central web resource
- Staff Ezine
- Presentations to colleges/committees/staff groups
- Emails
- HR staff induction
- Drop-in sessions
- Principals update
- Message of the Day

### Measurement

- Sign up to app
- Web clicks

EXAMPLE