Consistency and repetition are key to having the AYS key messaging and distinct attributes associated with the school.

1. **List the communications channels that you oversee.** They could include your website, emails, newsletters, social media channels, podcasts and any other vehicles (both print and digital) that you use to communicate with key audiences.

2. **List the main audience and the goal for each.**

3. **Rank the channel in order of which you will approach adjusting the content to reflect the new messaging and tone.**
   Think about which communications you use that have the most reach with the most important audiences for your unit’s goals and prioritize changing those channels first.

4. **Set a date you want to accomplish changing each.**

- In order to connect with your audience, you’ll need:
  - The right message
  - At the right time
  - In the right channel

- You’ll likely use different tactics and channels to connect with different audiences, but the brand remains the same.

- Key questions to consider when communicating:
  - Who are we talking to?
  - What do they care about?
  - What do we want them to know?
  - How do we back it up?
  - What’s the value to them?
  - What action do we want them to take?
  - What can we assume they know (or don’t know)?