

Communication Launch Plan

Launch Dates:

Hashtags: #

Handles: @

URL: www.

Overview

Key Messages

1.

Timelines

Design of Document	
Review & Revisions by	
FINAL Done	
Launch	

Communication Goals & Objectives

Goals	
1. Generate AWARENESS	<ul style="list-style-type: none"> ● Encourage public systems to ... ● Generate knowledge on ... ● Further mobilize the voices of ...
2. ENGAGE key stakeholders to mobilize	<ul style="list-style-type: none"> ● Education system ... ● Legal actors ... ● Homelessness sector ...
3. OTHER GOALS?	- Try to capitalize on any policy windows ...

Tools

Item	Due Date	Responsible
Social Media COH (Homeless Hub) Facebook, Twitter, LinkedIn and Instagram channels will be leveraged to generate awareness of these reports. Suggestion:	Drafts needed by: Final:	
Blog <ul style="list-style-type: none"> • blog post 	Draft needed by Final:	
Report <ul style="list-style-type: none"> • Full Document PDF • Infographics 	Draft needed by: Final:	
Newsletters Publish via Homeless Hub newsletter.		

Target Audiences

Audience	Tool	Description
Homelessness Sector	National organizations, community agencies, and youth-serving agencies	Via websites, social media, newsletters, blog
Other Sectors?	Agencies, services, and community organizations.	Via websites, social media, newsletters, blog, webinar
General Public	A wide audience of interested or engaged members of the public	Via websites, social media, blogs, op-ed
All Levels of Government	PMO, relevant Ministers, and MPs. Premiers, MPPs, Mayors, etc.	Via personalized letter, social media

Additional Notes

-

Contact us!

If you have further comments or questions, feel free to reach out to us via email at:
thehub@edu.yorku.ca