

CODESIGN TOOL:

Engagement and Dissemination Planner

Use the Stage 3 tab to begin to sketch out audiences, the appropriate medium to reach that audience (e.g., social media, through intermediaries, direct contact, etc), and potential measures of impact – that is, how will we know if we reached them?

In Stage 7, the team builds on the ideas developed in Stage 3, elaborating on:

- Key audiences - be specific! For example, which individuals and organizations, and who in the organization will you reach? What accounts on social media will you target?
- Media or other strategy: Get clear on the specifics. For example, what social media channel, who will post, and what will tags be? What email lists will you use? Newsletters, list serves?
- Metrics: list metrics of impact for each media outlet/strategy you'll be using

Now, in this Stage, you'll be adding timelines and teammates or other partners who will be responsible.

Stage 3: Initial Dissemination Planning

Use these prompts for discussion and then complete the table below. Remember - these are drafts that will be revisited in Stage 7 when the final resource is ready for sharing.

- Target Audiences: *Who are the end users of the resource you are creating?*

- Partners (tangentials and intermediaries): *Which individuals or organizations might you connect with to help reach your target audience? Decide whether it is helpful to engage them now in the process or whether you will reach out with them in Stage 7.*
- What is the best way to reach them? *Consider whether your audience relies on a particular social media channel, belongs to a network or association, attends events, prefers emails, or accesses a resource repository or clearinghouse of tools (e.g., AFT's Share my Lesson, Teachers Pay Teachers, ERIC) etc. Focus on the most effective way to reach them that is also realistic, given the time, effort, and resources of the team.*
- Message: *Based on your work in Stages 1-3, there are key messages that you want to communicate to your audiences. What ideas and language can you use to encourage them to access and use your planned resource?*
- Potential metrics to capture impact: *Consider the ideas presented in **CreAtED CoDesign Tool: Best Practices For Dissemination**. What metrics make the most sense for that reach?*
- Next steps: *Do any of these choices suggest action that needs to be taken at this point in the process? For example, do you want to engage a partner at this point? Or, if you want to measure reach, does your design need to incorporate some way of tracking clicks or downloads? If the best way to reach your audience is through social media, does that influence your product or indicate a need for additional formats? Does a press kit need to be developed? Decide as a team and include that information in your implementation plan for resource design.*

Audience and Partners	Best Way to Reach	General Message / Call to Action	Potential Impact Measures	Immediate Next Steps

Hold onto these ideas for revisiting in Stage 7!

Stage 7: Final Dissemination Plan

Building on work in Stage 3, the team will update and elaborate on the plan and specific strategies for engaging audiences around the co-designed resource. First, update the plan based on new ideas and insights that may have emerged during the Prototype and Improve Phase (Stages 4-6). Then expand on essential details for each strategy - social media, events, network outreach, or inclusion in a repository. Finally, make an implementation plan to clarify the who, when, and how.

Update the plan

Revisit the work above that was done in Phase 3. Update the table below with team decisions.

Audience and Partners	Best Way to Reach	General Message / Call to Action	Potential Impact Measures	Immediate Next Steps

Engagement Preparation

The following templates can be used to develop and manage engagement strategies. Not all projects will use all of these strategies, but for each strategy selected by the team, complete the table to clarify and streamline the task for those with responsibility for implementation.

Social Media Campaign

Platform	Audience	Message Content	Hashtags	Image Link	Metrics

Account(s) to be used to post:

Secondary accounts to amplify (e.g., repost, comment) on original (e.g., other team member or organizational accounts):

Network Outreach

Network or association	Audience	Primary contact & contact information	Message Content	Attachments to include (e.g. press kit)	Metrics

Events

Event name	Presentation title	Proposal Due (if applicable)	Date /Time	Location	Content Outline	Additional resources needed

Resource repository or clearinghouse

Repository name	Submission process	Content for submission	Additional resources needed

Pro tip! It is likely that additional resources might need to be created for this stage of work - for example, a new image for social media, or a presentation for an event. Be sure to use the following information from the designer and team to ensure consistency and coherence in your design work:

- Keywords
- Frequently Used Links
- Colors (Hex Codes)
- Fonts
- Other Design Elements

Timelines and Responsibilities

Complete the following table for each of the strategies above, recognizing and honoring the team's prior discussions about resources and time commitments in the (Re)Centering Tool as well as distributing work in a way that feels equitable to all team members.

Strategy	Person(s) responsible	Will team review? Who?	Due date	Resources needed (and who is providing)