

PRASC



**Project for the Regional
Advancement of Statistics
in the Caribbean**

**Projet régional pour
l'avancement de la statistique
dans les Caraïbes**



In partnership with
Canada



Communications calendar

Project for the Regional Advancement of Statistics in the Caribbean
(PRASC)

Statistics Canada
February 24-28, 2020
Kingston (Jamaica)

Delivering insight through data, for a better Canada



Statistics
Canada

Statistique
Canada

Canada



Outline

- Overview of the communications calendar**

- Milestones**
 - Phase
 - Campaign
 - Timeline

- Elements of the full communications calendar**

- Measuring success**



Overview of the communications calendar

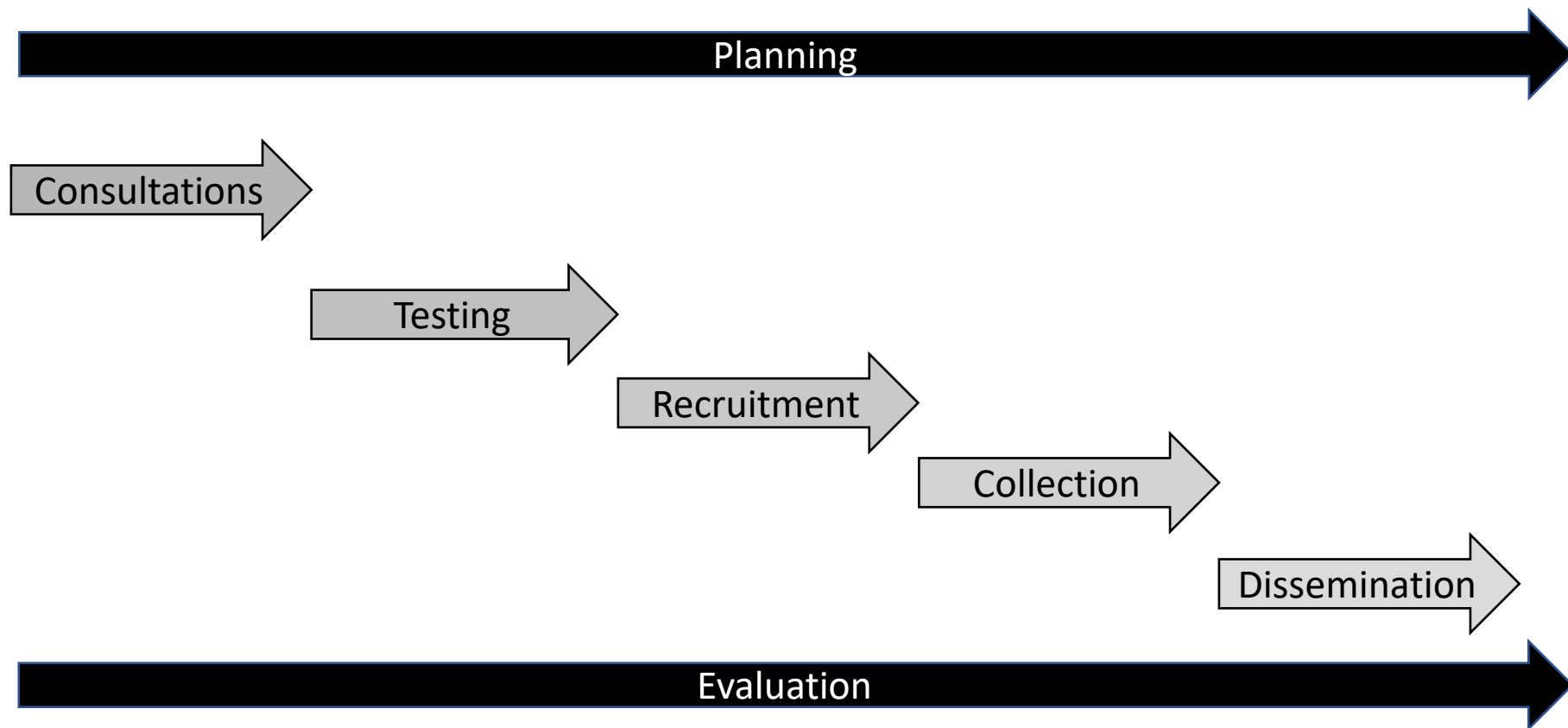
What is it?

- Planning tool based on the communication plan
- Creates a snapshot of activities
- Identifies targeted messaging
- Designed in Excel to allow ease of use
- Easy-to-use and easy-to-update

Key element: Phases

- Divide project into smaller subsets
- Firm start and firm end
- Focus communications activities
- Transitional messaging

Overview of census phases



Phase example - census

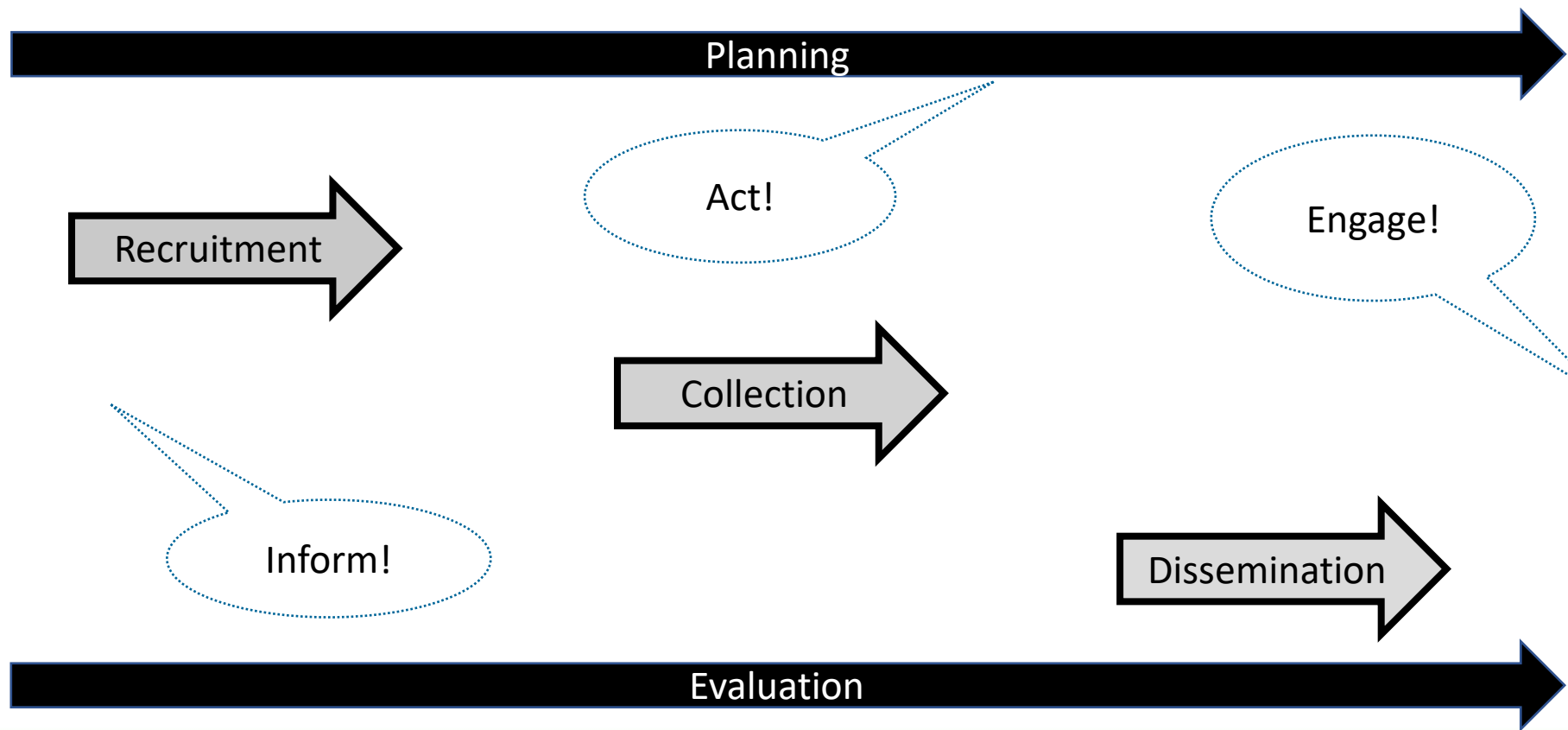




Campaigns

- Purpose of communications activities
- Set start and end
- Focus and target communications activities
- Based on specific timelines

Overview of census campaigns



Campaign types

Inform!

Awareness

Act!

Call-to-action

Reminder

Final reminder

Engage!

Support

Thank you

Continued
conversation

Campaign example - recruitment



Campaign example - collection



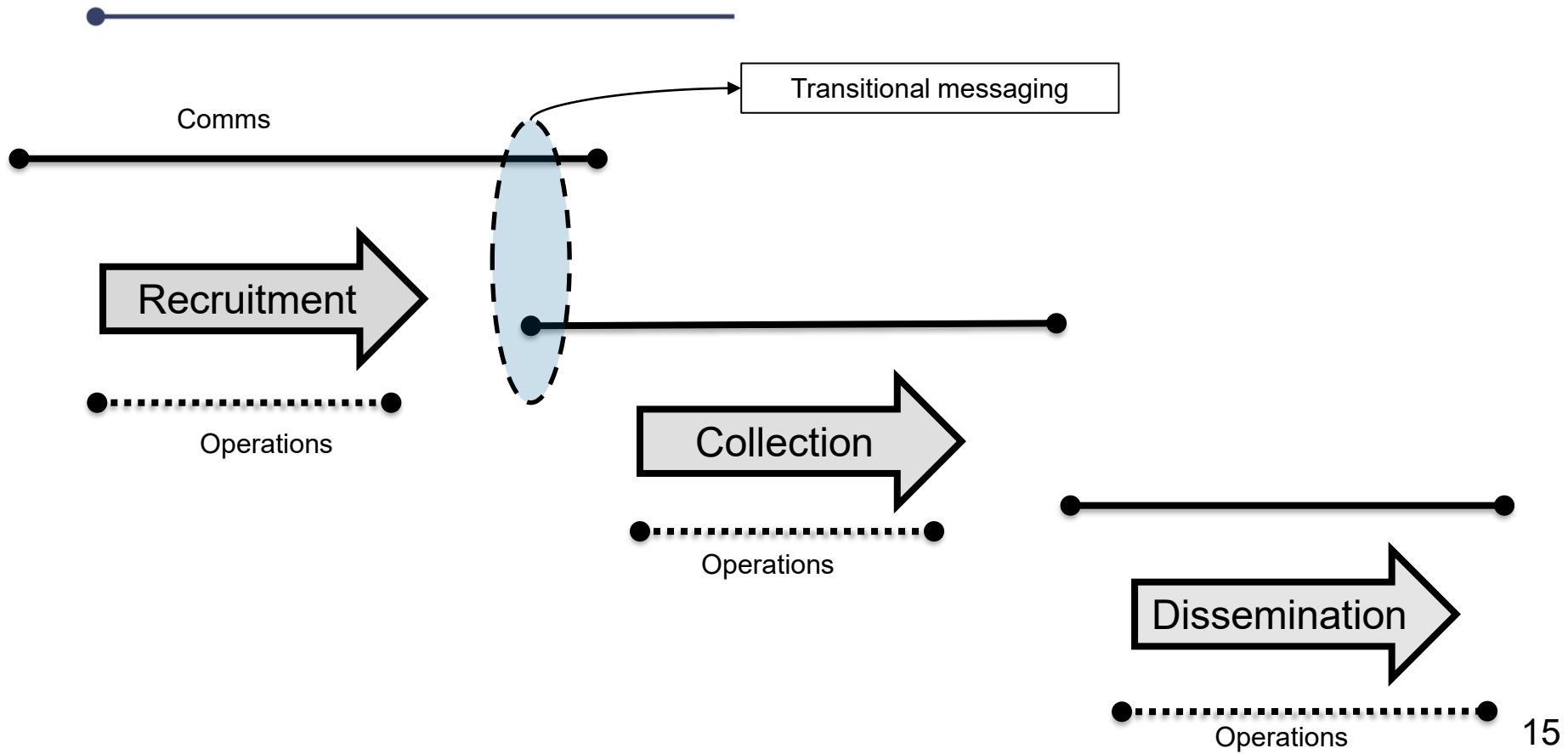


Timeline

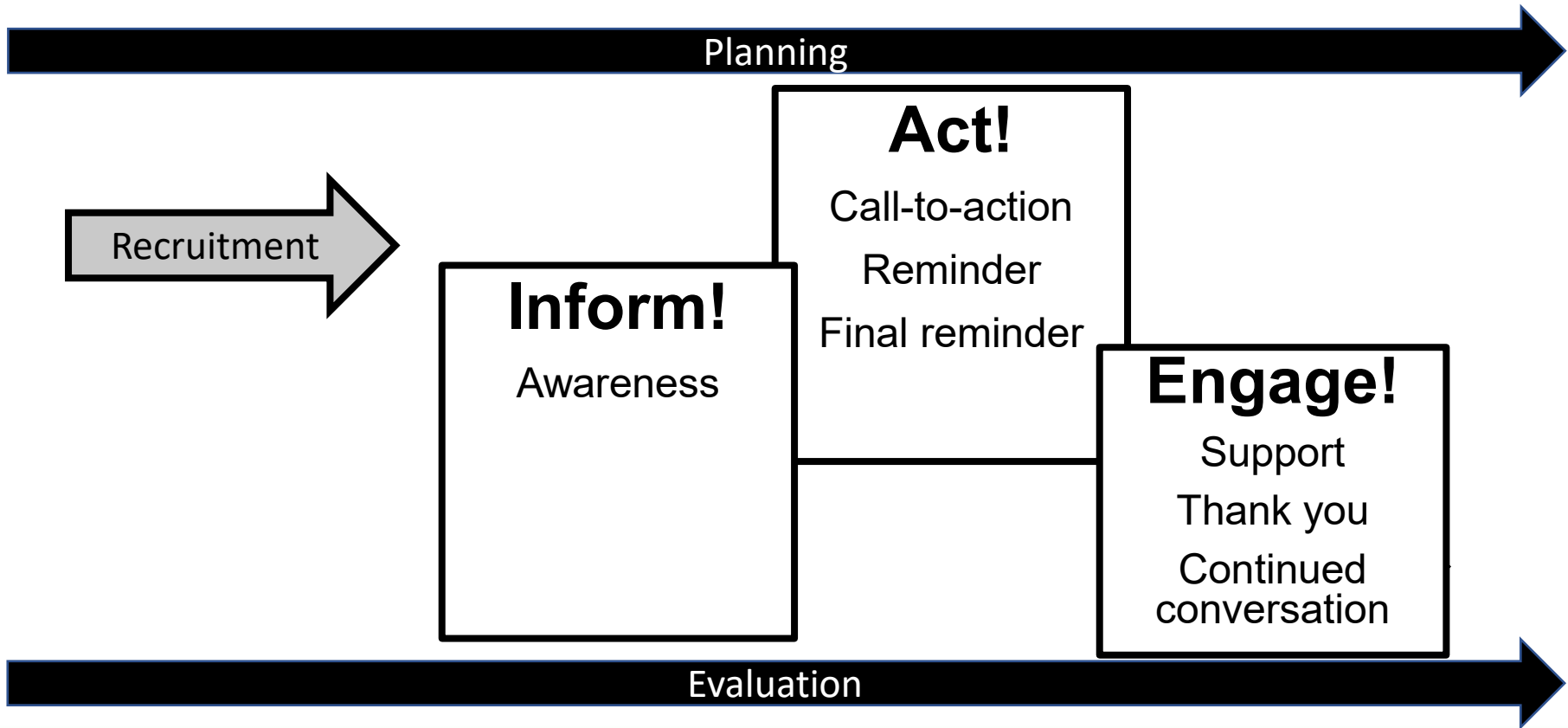


- Defines timeframe for activities
- Start and end dates
- Opportunities for transitional messaging

Timeline



Recap





Recap

Recruitment

Inform!

Awareness
(2 months before)

Act!

Call-to-action
(Weeks 1-3)

Reminder
(Week 4)

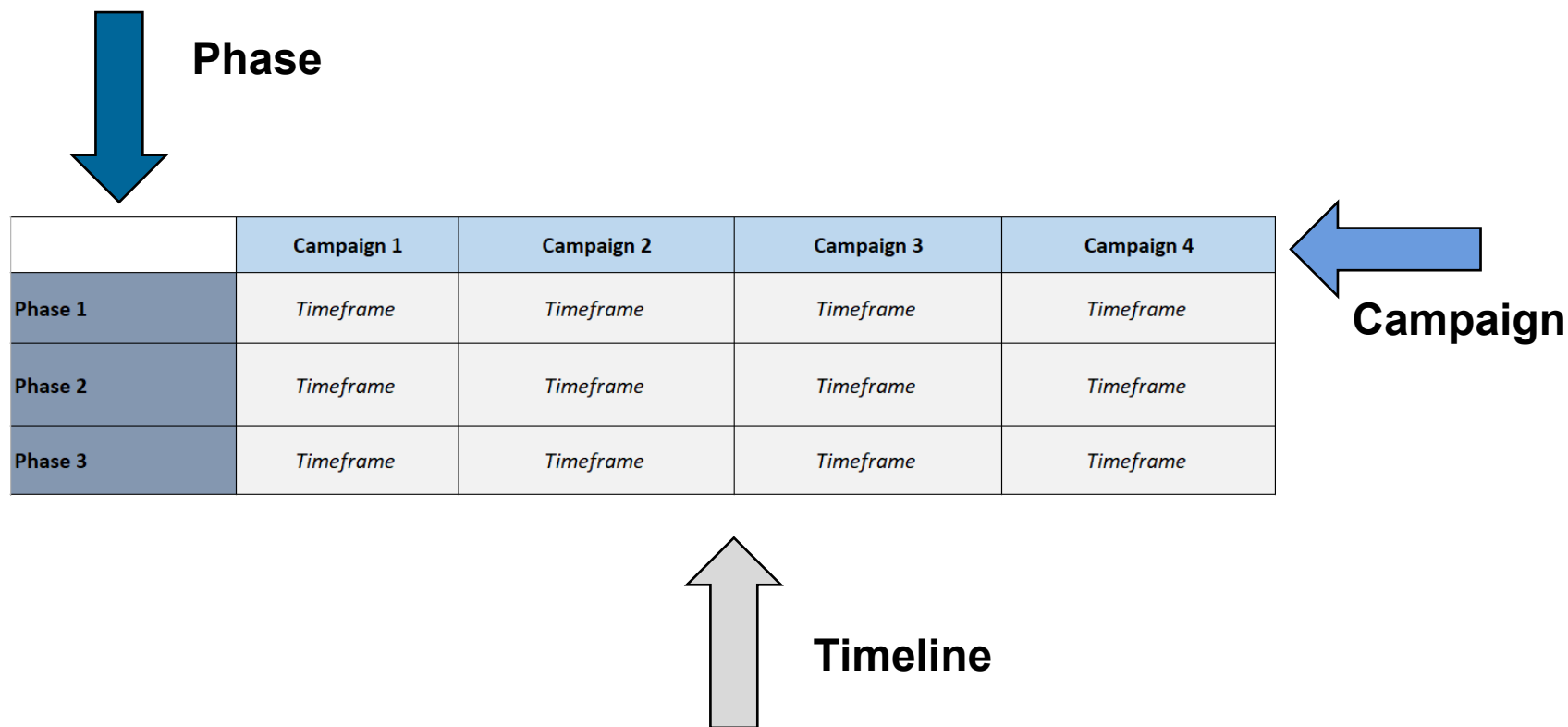
Final reminder
(Week 5)

Engage!

Support
(ongoing)

Thank you
(day after recruitment ends)

Communications calendar (Milestones tab)





Start developing your milestones

Step 1: Access Excel template (Communications calendar)

Step 2: Complete the “Milestones” tab

Step 3: Add your objectives to the “Objectives” tab

Phase/Campaign	Awareness	Call-to-action	Reminder	Final reminder	Thank you
Recruitment	Nov 16, 2020 - Dec 28, 2020	Jan 4, 2021 - Jan 29, 2021	Feb 1, 2021 - Feb 12, 2021	n/a	Feb 15, 2021 - Feb 19, 2021
Collection	Feb 15, 2021 - April 30, 2021	May 3, 2021 - May 14, 2021	May 17, 2021 - May 21 2021	May 24, 2021 - June 11, 2021	June 28, 2021 - July 2, 2021
Dissemination	1 month prior	Release day	TBD	TBD	TBD

The 5 Ws...

- **When**



Start

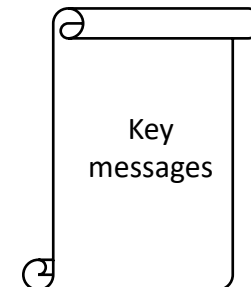
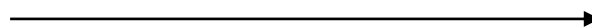
End



- **Why**



- **What**



The 5 Ws...

- **Who**



- **Where**



The Communications Calendar

When?

Phase

Timeline

Why?

Campaign

What?

Key
messages

Who?

Audiences

Where?

Components

Social media

Infographics

Measuring success

You can
now apply!

Was it worth our efforts?

First release of
census data
now available -
check it out!

It's not too
late to apply!

Thank you for
completing your
census
questionnaire!

Components of evaluation

- **Indicators**
 - Number of applicants
 - Number of likes
 - Number of subscribers
 - Number of completed questionnaires
 - Response rates
- **Metrics**
 - Where are the indicators coming from?
- **Baseline vs target**
 - Value today vs what I want to achieve



Event to promote recruitment

Indicator	Source of metric	Baseline	Target	Timeline
Number of new email addresses	Recruitment database	180	260	1 day after the event
Number of applicants who heard about recruitment via the event	Application database – Feedback - How did you hear?	n/a	10%	1 week after recruitment application closes

Evaluating communications activities

When?

Phase

Timeline

Timeline

Why?

Campaign

What?

Key messages

Indicator
Baseline
Target

Who?

Audiences

Where?

Components

Social media

Infographics

Metrics



Finalize your communications calendar

Step 1: Access Excel template (Communications calendar)

Step 2: Complete the “Calendar” tab

ID	Key message	Survey/product	Phase	Campaign	Audience	Medium