**Stakeholder Identification and Communication Plan for UniSQ Open Text:  XXX**

## Brief blurb

Please add a brief blurb that your team members can use to consistency promote the text.

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# General target audiences

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| --- | --- | --- |
| **Audience** | **Goal** | **Themes that connect the audience and the text** |
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## University courses

### UniSQ courses

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| --- | --- | --- | --- |
| **Course name** | **Course code** | **Academic contact** | **Themes that connect it to the text** |
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### Courses outside UniSQ (national or international)

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| --- | --- | --- | --- | --- |
| **Institution** | **Course name** | **Course code** | **Academic contact** | **Themes that connect it to the text** |
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## Organisations and associations

(e.g. professional associations, discipline-based orgs, community groups, etc)

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| --- | --- | --- | --- |
| **Organisation** | **Key contact** | **Why they would be interested** | **Pitch angles/ideas** |
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## Checklists

### Internal promotion

Your fellow colleagues at UniSQ are a ready-made community that can help promote a new open text.

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|  | Ways you can make use of your institutional networks | Notes (and dates) |
|  | Use email and mailing lists to inform colleagues, as well as the Dean and/Head of School or relevant committees. |  |
|  | Contact relevant departments and ask if your text can be featured in newsletter (e.g. learning and teaching newsletter). |  |
|  | Ask the communications and marketing team to write a press release or help promote your text. |  |
|  | Ask your liaison librarian to share your text with their contacts. |  |
|  | Ask community engagement person to promote your text in high schools and community groups. |  |
|  | Promote your text at institutional events such as Open Access Week or the annual Learning and Teaching showcase. |  |
|  | Contact peer reviewers and others involved in the book and ask them to promote the text. |  |
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### External promotion

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| --- | --- | --- |
|  | Ways you can promote your text to external audiences | Notes (and dates) |
|  | blog posts (with clear links to more content that is useful to your audience) |  |
|  | milestone announcements (providing information on what someone can do next, like contribute, review or adopt) |  |
|  | social media (either from your accounts or a dedicated project account, sharing updates and other relevant content) |  |
|  | listserv discussions (so you can become an engaged participant in a community, naturally directing people to your resource) |  |
|  | conferences (as opportunities to present, be challenged, make connections, and reconsider your text and how to make it better in a future release) |  |
|  | professional bodies and organisations |  |
|  | book launch (either virtually or in person) |  |
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### Key tactics

Word of mouth and grassroots efforts are easily the most effective tactics for marketing your open textbook. The team working on your textbook is one community, but you and everyone else in it has ties to many other communities and can help the word get out!

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| --- | --- | --- |
|  | Key tactics | Notes (and dates) |
|  | Share content updates, success stories, and key milestones. |  |
|  | Use every step as a communications opportunity and keep content flowing outward. |  |
|  | Showcase the team members behind the work – make it personal! |  |
|  | Share aspects of inclusivity, accessibility, and diversity in your concept, content, and design. |  |
|  | Engage with new ideas and opinions to connect with relevant, current discourse. |  |
|  | Tell your stories honestly and transparently. |  |
|  | Provide accessible feedback tools, so that communication can be two-way. |  |
| Repetition is good: get the word out early and often, using different channels: | |  |
|  | blog posts |  |
|  | social media (with links to useful content) |  |
|  | listservs (in your discipline and across communities) |  |
|  | email signatures |  |
|  | conferences |  |
|  | webinars |  |