**Communication Plan Template**

**SAMPLE Outlets:**

* Board & Staff Talking Points
* Bookmark for Circ Desk & Patrons
* Fliers in Town
* Town Board Meeting
* PTA Meeting
* Rotary Meeting
* Print Newsletter
* eNewsletter
* Preschools
* School Fliers / Classroom Visits
* Library Social Media Accounts
* Community Social Media Channels
* Newspaper
* Online Calendars
* Senior Center
* Website Posts
* Events Calendar
* Onboarding / Welcome Email

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| SAMPLE April Schedule |
| Date | **Time** | **Item** | **Owner** | **Channel** |
| 3/31/2021 | 10:00 AM | Children's Programming Article | Kids Prog. | eNewsletter |
| 3/31/2021 | 10:00 AM | April Teen Lab Article | Teen Prog. | eNewsletter |
| 3/31/2021 | 10:00 AM | Weekly Tech Help Sessions Article | Director | eNewsletter |
| 3/31/2021 | 10:00 AM | Passport Processing Article (Annual) | Director | eNewsletter |
| 4/1/2021 | 8:00 AM | eNewsletter Send / Publish | Director | Patron Email List |
| 4/1/2021 | 8:00 PM | eNewsletter post | Director | Library Facebook Account |
| 4/1/2021 | 8:00 PM | eNewsletter post | Director | Community Facebook Group  |
|  |  |  |  |  |
| 4/2/2021 | 8:00 AM | Storytime Signup | Kids Prog. | Children’s Programs Email list |
| 4/2/2021 | 8:00 PM | Storytime Signup | Kids Prog. | Facebook |
| 4/2/2021 | 8:00 PM | Storytime Signup | Kids Prog. | Instagram |
|  |  |  |  |  |
| 4/3/2021 | 8:00 PM | April Teen Lab (4/17) Post | Teen Prog. | Facebook |
| 4/3/2021 | 8:00 PM | April Teen Lab Post | Teen Prog. | Facebook Home School Group |
| 4/3/2021 | 8:00 PM | April Teen Lab Post | Teen Prog. | Instagram |
|  |  |  |  |  |
| 4/5/2021 | 6:30 PM | PTA Meeting – Share April Teen Lab | Teen Prog. | PTA Meeting |
| 4/5/2021 | 8:00 PM | Local Business Feature Post – Tony’s Pizza | Director | Facebook |
| 4/5/2021 | 8:00 PM | Local Business Feature Post – Tony’s Pizza | Director | Instagram |
|  |  |  |  |  |
| 4/6/2021 | 7:00 AM | April Teen Lab on 4/15 | Teen Prog. | Website Post |
|  |  |  |  |  |
| 4/7/2021 | 8:00 PM | RBDigital Magazines Promotion (Quarterly) | Director | Facebook |
| 4/7/2021 | 8:00 PM | RBDigital Magazines Promotion (Quarterly) | Director | Instagram |
|  |  |  |  |  |
| 4/11/2021 | 10:00 AM | Weekly Tech Help Sessions | Director | Facebook |
|  |  |  |  |  |
| 4/13/2021 | 7:00 AM | Local History Presentation on 4/21 | Director | Website Post |
| 4/13/2021 | 10:00 AM | Local History Presentation on 4/21 | Director | Facebook |
| 4/13/2021 | 8:00 PM | Local History Presentation on 4/21 | Director | Instagram |
|  |  |  |  |  |
| 4/14/2021 | 8:00 PM | Virtual Storytime Signup | Kids Prog. | Facebook |
| 4/14/2021 | 8:00 PM | Virtual Storytime Signup | Kids Prog. | Instagram |
|  |  |  |  |  |
| 4/15/2021 | 8:00 PM | April Teen Lab on 4/17 | Teen Prog. | Facebook |
| 4/15/2021 | 8:00 PM | April Teen Lab on 4/17 | Teen Prog. | Facebook Home School Group |
| 4/15/2021 | 8:00 PM | April Teen Lab on 4/17 | Teen Prog. | Instagram |
|  |  |  |  |  |
| 4/18/2021 | 10:00 AM | Weekly Tech Help Sessions | Director | Facebook |
|  |  |  |  |  |
| 4/20/2021 | 7:00 AM | Weekly Tech Help Sessions | Director | Website Post |
| 4/20/2021 | 10:00 AM | Local History Presentation on 4/21 | Director | Facebook |
|  |  |  |  |  |
| 4/25/2020 | 10:00 AM | Weekly Tech Help Sessions | Director | Facebook |