

**Your department should create five new stories every month.**

**Four of those should take less than an hour apiece:**

**Featured Event**  
*20-30 minutes*

Use your monthly calendar (*attached*) to choose an event held during the month. Or, promote a larger event that's coming up later in the year.

**Faculty or Staff Q&A**  
*20-30 minutes*

Send Q&A template (*attached*) to outstanding faculty or staff member, or use in your interview with them. Proof, add a headshot and post.

**Student Q&A**  
*20-30 minutes*

Send Q&A template (*attached*) to student who's doing great things, or use in interview with them. Proof, add a headshot and post.

**Alumni Q&A – #AgPackStrong Story**  
*20-30 minutes*

Use your worksheet (*attached*) to create a profile of an alumni who benefitted from your department's education.

Get ideas and input at your staff meeting, or send an email asking for information.

**The fifth is The Impact Story. This is the big news from your department for the month.**  
*1-2 hours*

Use the Story Planner (*attached*) to outline and write your story.

Remember to think about how your story aligns with your department's goals, and CALS brand promise.

Try to make the language simple.

Remember that you are entertaining your audience with your information

Make sure your story has a Call to Action. "Come to the event." "Support our research." "Be CALS proud – share this story to your friends." etc.

Monthly Activity Forecast

MONTH							YEAR
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
Academic Events this month or upcoming		Research Events this month or upcoming		Extension Events this month or upcoming			

MONTHLY CALENDAR

Q&A Template | Alumni/#AgPackStrong

Person Interviewed \_\_\_\_\_

Tell us about your relationship and history with CALS

How has CALS impacted your career, family, and/or success?

What would you like to share with others about your relationship with CALS?

Story checklist: Getting it done

Draft written	Twitter	Shared in other ways (list)
Permission given	Facebook	
Images secured	Instagram	
Images uploaded	Pinterest	
Post scheduled	Other:	

Q&A TEMPLATES

CALS Communications Story Planner

Publish Date \_\_\_\_\_ Topic \_\_\_\_\_

Who is the audience?

What do you want them to know?

Description of available images

Headline

Write your story here

Call-to-action (What you want them to do once they have read the story?)

Review your story and see if you accomplished that.

Examples are:  
 "Sign up for..."  
 "Read more about..."  
 "To support, give..."

Story checklist: Getting it done

Draft written	Twitter	Shared in other ways (list)
Copy edited	Facebook	
Images secured	Instagram	
Images uploaded	Pinterest	
Post scheduled	Other:	

STORY PLANNER