UKRI generic comms workflow

Request for a piece of comms comes in from the business/programme team
EMAIL

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Critical analysis done by Comms e.g. what is the objective and target audience of this request?
EMAIL

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Comms outputs agreed between the comms person and programme person according to how best they will achieve the objective and target audience e.g. press release, news story, blog, video, GIF, infographic, email, social media post, event
Job created in
PLANNING TOOL (PT)

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Comms outputs commissioned with internal or external content producer e.g. using a brief
Word Doc uploaded into/Form created in PT

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Comms outputs project managed e.g. first draft, edits, final version
IF images/videos/designed report – Digital Asset Management system (DAM) [Asset Bank]
IF blog, press release, news story, event – PT

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Final comms outputs delivered
IF images/videos/designed report – DAM
IF blog, press release, news story, event – PT

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Final comms outputs published e.g. on website, blog platform, external media outlet, owned social media channels, paid social media ad, intranet, email newsletter, 3rd party website, 3rd party social media channels, 3rd party newsletter
Note which channel published, with link, on in PT

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Output performance stats recorded and evaluated. Learnings fed into project team to inform critical analysis
Recorded in PT

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