

## Communications tiered planning: updates and releases

Ongoing proactive communications activities and planning for positioning eSafety, our work and our Commissioner is necessary to build and maintain eSafety's reputation and to communicate effectively to stakeholders our work and mission. Supporting eSafety's key external updates and releases is based on a tiered approach based on the magnitude of the release and the communications and engagement activities required to support the release: from 1 through 3.

Having this scale allows staff to easily identify the impact they envisage of the update or release and gives an indication to the communications and media team of the resource necessary to support that release.

Level	About	Channels
<b>Level 1 – communications update</b>	<ul style="list-style-type: none"> <li>Procedural release or update of a routine matter</li> <li>Low key or limited external engagement required</li> <li>No or very little media attention expected or required</li> <li>Targeted and specific communications planning covering key messages, stakeholders and timings</li> </ul>	<ul style="list-style-type: none"> <li>Information not provided in advance to stakeholders</li> <li>Limited communications channels used, such as emails to targeted stakeholders, or one social media post</li> <li>Staff informed through next edition of Yabber</li> </ul> <p>Examples:</p> <ul style="list-style-type: none"> <li>Annual Report, internal comms releases</li> </ul>
<b>Level 2 – communications release</b>	<ul style="list-style-type: none"> <li>Low key activity/release with moderate external engagement and interest expected</li> <li>Some media interest expected, but may be limited to one or two publications, in a field-specific area</li> <li>Moderately wide communications reach to stakeholders, with most channels used</li> <li>Brief communications plan developed</li> </ul>	<ul style="list-style-type: none"> <li>Information not typically provided in advance to stakeholders</li> <li>Most communications channels used at time of release: social media, EDMs, graphics/infographics where useful</li> <li>Media release/statement sent to specific media outlet(s) and/or targeted journalists/publications</li> <li>Staff informed through next edition of Yabber o</li> </ul> <p>Examples:</p> <ul style="list-style-type: none"> <li>Some research reports, new blog posts, position statements</li> </ul>
<b>Level 3 – communications release</b>	<ul style="list-style-type: none"> <li>High profile activity/release with high and ongoing external engagement anticipated with stakeholders</li> <li>High media interest expected</li> <li>Full communications strategy and plan required</li> </ul>	<ul style="list-style-type: none"> <li>Information typically provided to stakeholders and media in advance under embargo via stakeholder and media briefings</li> <li>All communications channels used at time of release: media release via news wires, website posts, EDM special edition, social media, graphics/infographics; videos etc.</li> <li>Staff informed by email by the Comms Manager</li> </ul> <p>Examples:</p> <ul style="list-style-type: none"> <li>Safer Internet Day, high profile report release (may also include reactive major issues) .</li> </ul>