***EXAMPLE* WORKPLAN TEMPLATE**

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| **Task** | **Overview** | **Liaise with:** | **Notes and any relevant actions from 1:1s** | **When** |
| \*\*\*\*EXAMPLE\*\*\*\*  Social Media Strategy | Build up a social media strategy that enables colleagues to give requests and appropriate social media to be conducted to raise awareness and interest. To consider:  \* What information you would need from colleague (so you can carry out)  \* How we log requests / social media activity  \* How we measure impact of activity (e.g., number of views/retweets etc)  \* Evaluation of effectiveness and how could improve (further down the line) | XYZ | E-form has been created – no responses as yet  Activity has increased though for different events  Activity plan created to ensure timely social media for all open events, careers fairs etc.  First review of metrics will be 1st January to assess impact of the social media strategy. | Straight away |
| \*\*\*\*EXAMPLE\*\*\*  Comms & Marketing | \* Quarterly Newzine (Requesting stories for the termly newzine then collating these into an edition and publishing via mailchimp) | XYZ | XYZ still needs to send in article  XYZ currently collating articles for next newzine with deadline of 08/11. XYZ then has 2 weeks to go through these before finalising latest edition. XYZ will be sending a prompt for anyone who hasn’t sent in. | After first month |
| \*\*\*\*EXAMPLE\*\*\*\*  Ad Hoc duties | Support with other administrative duties | XYZ |  | Daily |