The following tables include sample tools and communication platforms used to support Information Management Education and Awareness. Perform an audit of your department or other public body to identify communication platforms that are used to deliver information and tools that have proven to be effective in the past. Keep these tables up to date to support planning new education and awareness activities.

**Communication Platforms**

| **Name** | **Audience** | **Frequency** | **Contact / Notes** |
| --- | --- | --- | --- |
| 1. Managers Breakfast | Line of Business Managers | Bi-Weekly | Contact Person’s Title, Name, 729-XXXX to schedule. Requires two weeks’ notice to schedule. |
| 1. Departmental Internet | Accessible to employees and the public | Ongoing |  |
| 1. Departmental Intranet | Restricted to employees | Ongoing |  |
| 1. Extended Leadership Team (ELT) meetings | Executive and all managers | Bi-annual |  |
| 1. Staff meetings (branch-level) | Directors, managers and staff | Ongoing |  |
| 1. Senior Leadership Team (SLT) meetings | Executive, and Deputy Minister, Chief Executive Officer or other Senior Administrator | Weekly |  |
| 1. Annual Planning Session | Executive , and Deputy Minister, Chief Executive Officer or other Senior Administrator | Annual |  |

**Tools**

A tool is a specific type of communication product developed to support education and /or awareness. Appropriate tools will vary depending on the initiative. A number of tools have been identified and are currently in use in many current programs. Depending on the audience and scope some of tools will not be appropriate. For example, if the audience is internal to your organization then publishing the information on the organization’s Intranet would be more appropriate the company website.

| **Name** | **Pros** | **Cons** | **Contact / Notes** |
| --- | --- | --- | --- |
| 1. Job Aids | * Employees respond well to one page quick references that they can keep on hand | * Requires design and preparation time to condense information * May require budget to produce and distribute |  |
| 1. Internet | * No cost to produce * Can repurpose content from existing deliverables * Fast – can get posted online relatively quickly once approved | * Accessible publicly so need to be careful that content is appropriate * Must be kept updated |  |
| 1. Intranet | * Restricted to internal use. * No cost to produce * Can repurpose content from existing deliverables * Fast – can get posted online relatively quickly once approved | * Not always accessed by employees – may need incentives or reminders to go to the intranet |  |
| 1. Organization-wide digital communication (Email) | * Easy to produce and distribute * No cost | * Not always read by employees |  |
| * 1. From  (Head of Department of other Public Body) | * Gets attention – especially when sent to deputy ministers and senior management * Puts onus for communication on senior management | * Needs time for review by Corporate communications, Deputy Minister, Deputy Minister, Chief Executive Officer or other Senior Administrator, etc. |  |
| * 1. From (Management) | * Easy to produce and distribute | * May not be read by employees |  |
| * 1. From  (IM Staff) | * Easy to produce and distribute | * May not be read by employees |  |
| 1. Posters | * Gets employees attention * Can be sent out to supported public bodies * Raises profile of initiative | * Distribution issues – may not reach all offices * Cost |  |
| 1. Presentations In-Person (Lunch & Learns; Information Sessions) | * Effective in providing face to face interaction for employees | * Labour intensive – may not feasible if intent is to reach a large groups; would need multiple sessions |  |
| 1. Presentations Online (Lunch & Learns; Information Sessions) | * Effective in providing a virtual face to face interaction for employees * Addresses geographic issues | * Labour intensive – may not feasible if intent is to reach a group that may be remote and have limited connectivity |  |
| 1. Promotional Materials | * Employees respond well to promotional items so it will get the message out | * Cost * Depending on the item it may not reinforce awareness beyond the initial receipt |  |
| 1. Courses | * Original and specific content can increase acceptance and would be reusable | * Labour intensive to create original and specific content |  |
| * 1. In-person | * Based on adult education principles * Reinforces learning * Interactive – allows employees to ask questions * Allows developer to identify consistent issues or areas that need extra attention | * Time consuming to develop, deliver and maintain deliverables |  |
| * 1. Centre for Learning and Development (CLD) or Other OCIO or Government Packaged Training | * Can be easily used to provide base understanding | * May need additional context for organization-specific IM items |  |
| * 1. Vendor Training | * No effort to develop, deliver or maintain required by internal resources | * Can be expensive for an organization to purchase and support (e.g. licensing) * Requires coordination with Manager responsible for organizational development (OD) |  |
| 1. Symposiums / Conferences | * No effort to develop, deliver or maintain required by internal resources | * Cost * Requires coordination with Manager responsible for organizational development (OD) |  |