

# Suggested U of T Engineering Communication Channels by Message

Use the following chart to identify the best communication tools to use for the Faculty's most frequent types of messages. It is also an effective way to see how you can promote your messages using several communication tools.

MESSAGE CONTENT	Personal Email	eNewsletter (Registrar's)	eNewsletter (First Year)	EngSoc Digest	Portal	Digital Displays	ECF login screens	Web Banners (Registrar's)	Online Calendars (Registrar's & Faculty)	Social Media channels (Registrar's, Faculty, EngSoc)	Just-in-Time Slides
Personalized and private correspondence (e.g., counselling, registrarial)	x										
Private events (by invitation only)	x										
Crisis or emergency	x					x		x		x	
Urgent, official news (e.g., last-minute room change for exam)	x				x					x	x
Course-related discussion or news (non-urgent)					x						x
Opportunities related directly to U of T Engineering (deadlines, reminders, service updates)		x	Content relevant to first-year students	x		x		x	x	x	x
Special Faculty campaigns (e.g., course evaluations, fundraising)		x	Content relevant to first-year students	x		x	x	x		x	x
Engineering event promotion (not by invitation)		x	Content relevant to first-year students	x		x	x	x	x	x	x
Engineering news and announcements		x	Content relevant to first-year students	x				x		x	x
Engineering student club/group promotion				x				x			
U of T event promotion that may appeal to engineering students		x	Content relevant to first-year students						x	Repost	
U of T news and announcements that may appeal to engineering students		x	Content relevant to first-year students	x						Repost	
U of T student club/group promotion that may appeal to engineering students				x							
Special message from the Dean or President		x	x			x				x	