Visit uoft.me/commsdiagnosis for an interactive version of this decision tree.

Is your message relevant to U of T Engineering students?

- NO → Likely not appropriate to communicate via official Faculty vehicles. Contact Shilpa Gantotti for further consultation.
- YES → **Is your message an announcement for students in a course you instruct or facilitate?**

Is your message an announcement for students in a course you instruct or facilitate?

- NO → **Does your message need to reach more than 20 students?**
- YES → **Does your course announcement need to reach your students immediately?**

Does your course announcement need to reach your students immediately?

- NO → Use Portal; post the announcement but don't send it as an emailed message via Portal. Instead, fold the content into a weekly digest.
- YES → Use Portal; post and send the annoucenemt as an emailed message via Portal.

Does your message need to reach more than 20 students?

- NO → Use email
- YES → **Does your message need to reach students urgently?**

Does your message need to reach students urgently?

- NO → **Are you sharing a time-sensitive academic announcement? (e.g., exam location moved)**
- YES → **Is your message about an emergency or crisis?**

Is your message about an emergency or crisis?

- NO → **Are you sharing a time-sensitive academic announcement? (e.g., exam location moved)**
- YES → Inform Catherine Riddell, Executive Director, Communications

Are you sharing a time-sensitive academic announcement? (e.g., exam location moved)

- NO → **Is your message a feedback survey?**
- YES → Use all of the following:
  - email
  - Portal (post announcement; if you are also sending an email to your students, you don't need to send your announcement as an emailed message via Portal)
  - Registrar's Office Twitter
  - Just-in-time-slides (if time allows)
  - in-class announcement (if time allows)

Is your message a feedback survey?

- NO → **Is your message a personalized invitation to an event (i.e., invitation sent to specific students, by name)?**
- YES → Use an e-survey

Is your message a personalized invitation to an event (i.e., invitation sent to specific students, by name)?

- NO → **Are you relaying course-related information or announcements?**
- YES → Use email

Are you relaying course-related information or announcements?

- NO → **Are you sharing info / announcements about non-urgent opportunities, campaigns or events open to all engineering students?**
- YES → Promote using:
  - Portal
  - Just-in-time slides

Are you sharing info / announcements about non-urgent opportunities, campaigns or events open to all engineering students?

- YES → Promote using:
  - Registrar's Office eNewsletter
  - First Year News Feed (if open to first-year students)
  - Skule Digest
  - Digital Posters
  - ECF login screens
  - Online calendars
  - Facebook, Twitter
  - Web banners
- NO → **Are you promoting an engineering student club or group?**

Are you promoting an engineering student club or group?

- NO → **Are you promoting a U of T-wide event or announcement that would appeal to our students?**
- YES → Promote using:
  - Skule Digest
  - ECF login screens

Are you promoting a U of T-wide event or announcement that would appeal to our students?

- NO → Likely not appropriate to communicate via official Faculty vehicles. Contact Shilpa Gantotti for further consultation.
- YES → Promote using:
  - Registrar's Office eNewsletter
  - First Year News Feed (if open to first-year students)
  - Skule Digest
  - Online calendars
  - Facebook, Twitter