

SPREAD PLAN - WORKED EXAMPLE

Part one: (10 minutes)

In groups, discuss the strengths and weaknesses of the suggested spread activity in the table below. Think about how you could also turn the weaknesses into opportunities. The top row has been populated for you as an example.

What will we share?	Who is this aimed at?	How will we share?	What are the strengths?	What are the weaknesses?	How can we turn the weakness into an opportunity?
<i>Example: Successes from the roll out our new training course</i>	<i>Senior Leaders across Health and Social Care</i>	<i>Short 3 min Video</i>	<ol style="list-style-type: none"> <i>1. Visually engaging.</i> <i>2. Can be shared on social media.</i> <i>3. Quick and to the point.</i> 	<ol style="list-style-type: none"> <i>1. Does not allow viewer to ask questions.</i> <i>2. Video length is brief.</i> <i>3. People may not be able to see/hear video.</i> 	<ol style="list-style-type: none"> <i>1. Provide an email address to ask questions at the end of the video.</i> <i>2. Provide a link to a website with further information about the training course. Offer a video transcript or some closed captions in the video.</i>
Exercise: Our top ten tips to improve team meeting attendance	All the organisational employees.	Internal newsletter			

