

Communications plan on a page

Use this one-page plan to help you think about how to talk with staff, family, customers, or your community during a tough time or major change. Keep it simple: jot down what needs to be said, who needs to hear it, and how you'll reach them.

Overall goal for the situation

Write down what's going on and what you're trying to achieve.

Communications objectives to help achieve situational goal

For example: raise awareness, encourage action or share results.

Key messages

What are the main things people need to know about the situation?

- List 2-4 key main messages you want people to remember about your project or situation.

Action plan

- How will you create awareness, inspire action or educate your audience? (e.g. workshops, field days, fact sheets, social media).

Communication activity e.g. awareness, recruitment, results	Target audience	Communication method e.g. social media, email, newsletter, media, website, event, report	Timing	Responsibility e.g. who will complete this
Announce future workshop	Current members	e-newsletter	One month before	Committee Secretary

Evaluation

- How will you measure the success of your communication e.g. survey or social media statistics?
- How will you know if you have achieved your communication objectives?