## **Communications Strategy – Template**

This template is an aid to assist in communicating your Workforce and Succession Plans and may also be helpful for other communication strategies. The Step by Step guide covers all the elements necessary for pulling together your strategy such as: setting objectives, developing messages and branding, prioritizing audiences, choosing channels, planning activities, estimating time, estimating budget, and evaluating success.

### 1. Communications objectives, principles and key messages

A clear detailed statement of the objectives in communicating, the principles underpinning this strategy and your key messages.

#### 2. Key Audiences

Who are you communicating with – a detailed description of your key audience and user groups. What are your priorities? Include what they already may know about you –people, resources, subject. What do you think they should know? Do break down the users into sub categories and add contacts already made.

3. Target audience ranked by	Preferred/appropriate			
importance	channel of communication			
How are you going to communicate, what is the most appropriate channel – a newsletter, a				
large conference, networking lunch, workshop, e-mail alerts, press release, website,				
promotional literature?				
You may have several channels that are appropriate.				

## 4. Achieving your objectives – working project plan

Full details of all the relevant communications activities developed into a working project plan with deadlines and responsibilities. Remember to include key milestones and review dates, think carefully about cost, and include appropriate staff. Also, how will you evaluate success? Below are some suggested groupings, the table is led by activity but you may want to have one for each cycle of activity.

Communications plans are living documents and will need regular reviewing and updating!

1			. 0 1 0
Activity	<b>Budget / resources</b>	Deadline/timeframe	Success criteria
Identity/general PR			
• 0			
	0.14.4.1		
	Subtotal		
Internal			
communicati			
on			
	Subtotal		
Media relations			
1/10dia 10idions			
	Subtotal		
<b>Publicity materials</b>			
	Subtotal		
	Subtotal		

Events		
	Subtotal	
Website communicati		
on		

Subtotal	
Total	

# **5. Evaluating Success**

How will you know if you have succeeded and met your objectives? How are you going to evaluate your success, and what performance indicators and evaluating measures will you use?