Communications plan

This template will help you capture all the important information about how you’re going to communicate about your project in one place. It will also help when you come evaluate the success of your communications.

**Aim**

Your aim reflects one or more elements of your organisation’s mission

**Example: ‘Increase the number of people growing their own food locally’**

**Objectives**

Objectives inform the above aim

**Example:** Promote and hold local ‘how to’ talks on community food growing

**Example:** Raise awareness of the health benefits community food growing can have

**Example:** Secure support and investment for community food growing projects

**Lead**

You can list more than one lead if responsibilities differ, e.g., a social media lead and a PR lead

**Audiences**

Be specific and list all audiences you hope to reach.

**Example:** Young people aged 16-24

**Example:** People who have retired

**Example:** Parents of families with younger children

**Background – what’s the story?**

What, when, where, who, why and how? Try and capture your story in a paragraph or two. Practising framing it like this will help you be succinct in your pitch to local media. Keep it factual and straightforward.

**Example:** Grow Your Own is a charity committed to supporting more people into growing their own food locally. Community food growing helps reduce our carbon footprint and can help improve mental wellbeing, community cohesion and relationship-building.

We are holding an event on Thursday 4November at Manchester Central Library where we will bring residents together to talk about the benefits of community food growing and explain how they can get involved. We will have Matt and Tracy Black who will share their experience of community food growing, as well as our local MP, Amy Andrews.

**Approach – PR**

* **Target outlets** i.e., which newspapers, radio shows and websites would you most like to achieve coverage in? **Example: Manchester Evening News**
* **News hooks –** what is topical or happening now that your story is relevant to? **Examples: Zero Emissions Day, Volunteer Week**
* Who are your case studies?
* Who are your spokespeople? **Examples: CEO Tina Thomas, Services Manager Alim Arnold, or Volunteer Coordinator Kate Keen**

**KPI – PR**

What targets are you setting yourself in terms of PR? **Example:** **‘A minimum of five pieces of media coverage’**

**Approach – Digital**

* **Platforms and their roles –** which social media channels you will be using for your communications and why**. Example: We’ll be using WhatsApp to keep residents up to date with our work**
* **Web content** – do you have a website and what content needs to be produced for this specific project? Who will create the copy and who needs to sign-off? **Example: The webpage will be created by our Digital Officer and will need the sign-off from our CEO**
* **Email marketing** – will you be running email marketing? What are your plans for building a subscriber list and to collect appropriate GDPR permissions? **Example: We will use Mailchimp to email contacts who have opted in to hear from us about our project and we will use other opportunities to ask people to sign-up, so we grow our contacts list**
* **Photography** – what images are you using? Do you have the right permissions? If you’re running a photoshoot, mention this here and create a separate plan with all the details. **Example: We’ll be holding a photoshoot featuring diverse individuals who grow their own food locally and using model release forms for permissions. See separate planning sheet for photoshoot.**
* **Video** – as above, but for videos
* **Graphics** – will you be creating infographics creating and what will they say? **Example: Our Digital Officer will be creating infographics with quotes from our case studies and a second set with statistics on community food growing**

**KPI – Digital**

What targets are you setting yourself in terms of social? **Example: ‘Reach a minimum of 2000 engagements on our campaign content’**

**Approach (Internal)**

**Responsibilities –** What support do you need from other team members and on what?

**Sign-off** – do materials need to be signed-off by other people or colleagues, and what is the process for this?

**Communicating with staff –** how will you let other staff or volunteers know about the project and how they can be involved? **Example: We will send three all-staff updates; one before the launch, one on the day, and one a week later to share progress**

**Feedback –** will there be an opportunity for colleagues or volunteers to provide feedback on the project, and what will the structure of this be? **Example: Four weeks after launch, we’ll send a survey to staff to feedback their thoughts on the project**

**Risks**

Are there any risks associated with the project, and how might you navigate them? **Example: if no one turns up for the event, the reputation of your charity could be damaged.** Anticipate all eventualities, just in case!

**Timeline**

You can use this table to capture your tasks, when they’re due, who is responsible for ensuring they’re done and finally whether they’ve been completed or not.

You could also add other columns to this table to capture further information you think might be helpful, e.g., ‘Priority’ (High, Medium, or Low).

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| --- | --- | --- | --- |
| **Task** | **Due Date** | **Owner** | **Complete** |
|  | DD.MM.YY | Initials | Yes or No |
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