

Basic communications plan template

Write in the box below why you need the campaign/process/form etc. to be used by partner organisations – what is the overall purpose? There may just be one aim and it may sound simple, but it's important to not forget the reason why you are doing this as it will help to explain the benefits to partners.

The overarching aims in the delivery of this work are: *(bullet points may help)*

Write in the box below why you need your communications team to help share the messages? What would their aim be? (Is it so an article is included about it on your intranet, or that it's included as part of a new-starter's induction?)

To feed into the overarching aims, the communication aims are: *(bullet points may help)*

Communications leads:

It's important to know from the start who to speak to in the relevant organisations about communicating your message, this may seem like a basic admin job, but it's helpful if this is established at the start of a campaign so that person can be easily contacted later on.

Please fill in the details below for your organisation and add which partners you think also need to communicate about the new campaign etc. to their staff. If you don't know the name of the person, leave it as TBC but it's important to think about what other organisations need to know about this too. Also, try to include the type of position of the person who will need to speak to – for example is it the person who manages internal (staff) communications?

Name	Organisation	Position	Phone number	Email address

Audiences:

Before even thinking about the message you want to give, you need to consider who needs to hear it? Who would need to know about it (as a whole or in part)? What organisation are they from? What level of seniority are they?

By deciding on your audience at the start of the campaign it will help you to not lose sight of who you are trying to influence/speak to and it will help to ensure your message(s) reach the right people.

In the box below add in audiences/stakeholders for both your organisation and those in partner organisations that you think need to be informed:

Organisation	Role

Message:

Now you know who you need to hear your message, you need to think about what that message is. What do your audience need to know? Think about the benefits of what you are trying to change? Is it policy that something is used? Is it good practice? Do you need to say that your new procedure or form supersedes previous versions? Your message needs to be clear and consistent (although that isn't to say you won't have a different message for different audiences). For example, you may want a partners' chief exec to know that a new form is in existence, but you may want a manager to know more details about where it can found, how it can be accessed etc.

Using the audiences which you identified on the previous page, use the box below to think about what message you need to provide to them:

Audience	Message

Strategy:

You now have your audience and your message, so you now need to think about how you are going to get the message out to them (known as 'channels').

In the box below, think about what channels/ways could be used to give your audience the information they need (about the process, and their role in it)? Think about utilising existing channels – it's usually easier to tap into existing (trusted) communications channels already used by the target audiences, e.g. if you're trying to reach staff within a partner organisation then explore the possibility of using existing staff bulletins or having a news article on the staff intranet. But do also think about any new channels you could try – are there any meetings where you could raise this as an agenda item?

Audience	Channel

Evaluation and outcomes

Last but not least, you need to think about the evaluation and outcomes right at the start of your campaign/project. Plan in when you will do your evaluation and how you will do it.

Let's imagine six months have passed, you've introduced your new campaign and it's been communicated across both yours and your partner's organisations, how do you know if it's being used/is successful? Perhaps you've had some informal feedback via conversations or further suggestions have been made for improvement.

In the box below think about what you could do to evaluate the success of the campaign? There are some suggestions as a starting point, but what else could you monitor to help evaluate the campaign?

<p>Awareness and feedback</p> <p><i>Is there anything you could do to test staff awareness of the campaign? Could your comms team help you do an internal survey? Is there any monitoring you can do such as download rates or web monitoring?</i></p>	
<p>Targets</p> <p><i>Can you set any targets to help you know when you've achieved your aims?</i></p>	