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 importance	Preferred/appropriate 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!

Activity	Budget /resources	Deadline/timeframe	Success criteria
Identity/general PR			
	Subtotal		
Internal communication			
	Subtotal		
Media relations			
	Subtotal		
Publicity materials			
	Subtotal		

Events			
	Subtotal		
Website communication			
	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?