Communication planning tool

Responses to the questions below will provide you with a communication plan in a narrative form. You can also turn this into a work plan delineating activities, responsibilities, and timeline. Use more space under each step as necessary.

Use the Formative research planning tool to define what additional information you need to know about your audience(s), the problem, and the approach you will take to solve it. Use the Evaluation planning tool to identify measures of success and methods for collecting data.

Step 1: What is the goal of your communication efforts?

This is the overall change or improvement to be achieved through communication efforts.

Example:

Wide participation in and support of a community-based coalition and its efforts

GOAL:

Step 2: Who are your audiences?

Audiences are distinct, with different wants, needs, roles, and motivations.

Examples:

Health and social service providers, community members, elected officials, funders

AUDIENCES:

1.

2.

3.

Step 3: What are your communication objectives? (may differ for each audience)

These objectives represent what people will know, believe, and do.

Examples:

Providers will be supportive of the coalition's goals and play a role

Community members will be supportive of the coalition's goals and know how and when they can contribute

Elected officials will believe the coalition is valuable to the community and demonstrate their support

Funders will believe the coalition is valuable to the community and contribute resources to its efforts

OBJECTIVES

AUDIENCE 1:

1.

2.

AUDIENCE 2:

1.

2.

AUDIENCE 3:

1.

2.

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Step 4: What are your communication channels and activities?

These are the ways you will most effectively reach different audiences.

Examples:

Community meetings, targeted outreach, social media, earned media/public relations

CHANNELS:

Step 5: What is your call to action (CTA)?

This is the clear, concrete action people can take that facilitates the communication objectives, and can vary over time and communication channels.

Examples:

Participate in a specific community-based event, sign up for email updates, "share" over social media

CALLS TO ACTION BY AUDIENCES:

1.

2.

3.

Step 6: What is your communication content and formats?

These are the promotional materials and content that support the activities above.

Examples:

Photos and images demonstrating coalition activities and progress, blog posts, infographics, promotional card or flyer to drive people online to learn more and become involved

CONTENT & FORMATS:

Step 7: What is your messaging platform?

These are the key messages and supporting statements that will guide all communication efforts. These messages address what the audience needs and wants to know, **with attention to the benefits they can experience.** Messages are tailored to different audiences.

MESSAGE 2:

SUPPORTING STATEMENTS:

1.

2.

MESSAGE 1:

SUPPORTING STATEMENTS:

1.

2.

MESSAGE 3:

SUPPORTING STATEMENTS:

1.

2.

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