| **Communications Plan** |
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| **Message Title:** |  |
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| **Situation:** |
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| **Target Audience (Receivers)** |
| **Understanding the Audience** | **Primary:**  | **Secondary:**  |
| What is the desired communication outcome? Inform - Call to action - Gain their support - Address a concern |  |  |
| What do they currently know about the topic? |  |  |
| What do they believe? |  |  |
| What is their general mood? |  |  |
| What are their major concerns? |  |  |
| What is the benefit to them? |  |  |
| What is the most effective means of communications? |  |  |
| What do you want them to do with the message? |  |  |
| Who are the key influencers? |  |  |
| Any barriers to communications? |  |  |
| How will feedback be solicited and received? |  |  |
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| **Objectives** |
| Develop effective lines of communication so that these channels can be utilized regularly to ensure a continuous two way flow of information thereby facilitating the following outcomes:1.
2.
3.
4.
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| **Key Messages** |
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| **Strategies** |
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| **Tactics** |
| **Line of Communication** | **Face to Face** | **Print** | **Web Based** | **Broadcast** | **Local Signage** | **Bulletin Boards** | **Other** |
| Who Develops |  |  |  |  |  |  |  |
| Who Delivers |  |  |  |  |  |  |  |
| How Frequently |  |  |  |  |  |  |  |
| Feedback |  |  |  |  |  |  |  |