**Communications Plan**

Insert title here

**Department/unit:** xx

Version x, Month, year

Background

A communication plan identifies who your audience are and how you will communicate to them. Communication planning helps to ensure that everyone who needs to be informed receives the information needed. Provide a brief description of the project, how the project aligns to UBC’s priorities and any previous activities.

Research

If any research has been conducted (formal and informal methods such as surveys, focus groups or pulse-taking) include a summary of this research, in particular the key findings and implications of this. Outline research findings that demonstrate the need for communication and support the proposed approach.

Opportunity

Identify the specific communications problem or opportunity that this plan will address.

Intended Audience

Primary

Describe who your communications need to reach. Segment your audiences into different groups based on common features, demographics or requirements needed.

Secondary

Not everyone needs the same level of attention, but some secondary audiences can be key influencers or supporters of the primary effort.

Goals & Objectives

**Goals** are usually broad and discuss general intentions. They are abstract and can be difficult to impartially evaluate.

**Objectives** are more precise and concrete supports for the goal. Objectives typically are results-based versus activities-based and are most often stated in terms of behaviours or beliefs. When writing objectives you need to ensure they are S.M.A.R.T – specific, measurable, achievable, realistic and time-bound. The objectives below offer some ideas of common objectives pursued to achieve a goal.

Goal 1

Objective A

Awareness: to increase target audience’s awareness that the client undertaking a new activity.

Objective B

Comprehension: to increase the target audience’s understanding of specific client goals or services.

Objective C

Conviction: to build reputation or share achievements with the target audience.

Objective D

Action: to have the target audience to participate in an activity or provide feedback for planning or evaluation.

Goal 2

You may have more than one ultimate goal. This goal will have its own objectives.

Objective A

Awareness: to increase target audience’s awareness that the client undertaking a new activity.

Objective B

Comprehension: to increase the target audience’s understanding of specific client goals or services.

Objective C

Conviction: to build reputation or share achievements with the target audience.

Objective D

Action: to have the target audience to participate in an activity or provide feedback for planning or evaluation.

Approach

Define the scope of this strategy, and if necessary explain what the strategy does not cover and why. What tone will to be used in communication (serious, funny, thoughtful, etc.), the approach (e.g. high/low fanfare, high/low audience involvement), and whether you will use a lead spokesperson.

Key Messages

Key messages should be simple, memorable and address the question “what’s in it for me?”If there was one thing that you would want your target audience to remember in order to support the goals and objectives, what would that message be? Expand that key thought to several messages you want your audiences to specifically remember. You may need to establish specific messages for specific audiences.

Message 1

Include any specific sub messages or audience-specific details.

Message 2

Include any specific sub messages or audience-specific details.

Message 3

Include any specific sub messages or audience-specific details.

Communications Risks

Detail any issues that may negatively impact on the success of your communications.

Risk 1

Identify any specifics on risk and mitigation strategies

Risk 2

Identify any specifics on risk and mitigation strategies

Scheduled tactics

Some face-to-face communications will happen through the project itself through information gathering meetings. All people speaking on behalf of the project should have reviewed this plan and be familiar with its content. All milestone communications will be in the table below, with ongoing communications demarcated in the following table

Phase 1

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date | Audience | Activity/Description | Deliverables | Responsible |
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Phase 2

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date | Audience | Activity/Description | Deliverables | Responsible |
|  |  |  |  |  |
|  |  |  |  |  |
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Reoccurring tactics

|  |  |  |  |
| --- | --- | --- | --- |
| Recurrence | Activity/Description | Deliverables | Responsible |
| Weekly |  |  |  |
| Bi-weekly |  |  |  |
| Monthly |  |  |  |
| Quarterly |  |  |  |