COMMUNICaTIONS PLAN

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**1. INTRODUCTION**

What the plan is for and what it aims to achieve

**2. BACKGROUND**

A three or four par summary of the issue and the context

**3. SITUATION ANALYSIS**

**The context and issues**, such as a current residents / customer attitudues, levels of service take up etc. Problems. Situation elsewhere. National picture. Opportunities.

(Do a SWOT or PESTLE analysis)

|  |  |
| --- | --- |
| **Strengths:** | **Weaknesses:** |
| **Opportunities**: | **Threats**: |

**4. WHAT ARE WE PROMOTING?**

**[If required]**

**The product:**

**Place:**

**Promotion:**

**Positioning:**

**People:**

**5. KEY CAMPAIGN OBJECTIVES**

**[NB. Must be SMART and deliver clear, tangible outcomes]**

**6. KEY MESSAGES**

**[Keep these simple and ensure they will resonate with the target audiences]**

**7. KEY DATES**

**8. PHASES**

[if required]

**9. OUR AUDIENCES**

[Segment each audience]

**10. STAKEHOLDERS**

| **STAKEHOLDER** | **INTEREST** | **IMPORTANCE** | **CHANNELS** |
| --- | --- | --- | --- |
| **INTERNAL** | | | |
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| **EXTERNAL** | | | |
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| **Reaching residents through our partners:** | | | |
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**11. RISKS**

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| RISK | MITIGATION |
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**12. EVALUATION**

How and when the plan will be evaluated against objectives

**13. BUDGET**

Eg….

Social media promotion £

Artwork for all digital and print media £

Poster / print materials £

Paid for media advertising (targeted) £

Stands / banners £

Competition prizes £

Roadshow staffing / promotional materials £

Bus/other media advertising £

Digital promotion content (video, gifs etc) £

**14. CAMPAIGN ACTIVITY PLANNER**

**PHASE 1:**

**Dates:**

**Focus on:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| AUDIENCE | ACTIVITY | WHEN | WHO | EST. COST | MEASURE |
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**PHASE 2: [EG LAUNCH]**

**Time:**

**Focus on:**

| AUDIENCE | ACTIVITY | WHEN | WHO | EST COST | MEASURE |
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**PHASE 3: [EG MARKETING PHASE]**

**Time:**

**Focus on:**

| AUDIENCE | ACTIVITY | WHEN | WHO | EST. COST | MEASURE |
| --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |
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**APPENDIX A**

**SOCIAL MEDIA MESSAGING**

| **PLATFORM** | **MESSAGE** | **TIMESCALE** |
| --- | --- | --- |
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