

Strategic Communications Planning - Activity Template

Who is our priority audience(s) that we wish to either:

Inform to raise *Awareness*

Educate to enable *Understanding*

Involve to gain *Acceptance*

Motivate Action and Influence through *Change*? These could be written as very basic communication objectives.

Example) To EDUCATE selected public partners of HNSSPI objectives and intended results.

Example) To MOTIVATE selected public partners to participate in the development of our local network.

How do we want our audience(s) to think or act or believe after we implement our communication strategies? These could be written as communication results.

Example) Public partners better understand the project, and the benefits to them and greater community.

Example) Public partners are more motivated to be full participants in the development of the network.

What are our key messages?

Example) We want to communicate the intended results of the program.

Example) We want to communicate local statistics and demographics (knowledge-base) that suggest a need for the project.

Example) We want to communicate a network structure (meeting times, frequency, etc) in which they can immediately participate in.

Design activities that best conveying our key messages? Note: keep in mind current resources (financial, time, volunteers, skills, etc.)

Example) We want to organize one on one meeting with public partners to best deliver our 3 key messages.

Example) We want to make phone calls to selected public partners to reinforce our key messages.

Example) We want to re-communicate these 3 messages at our network meetings.

Create a timeline for implementing our communication activities.

Example) Prepare key message documents (verbal and written) May-June

Example) Meet selected public partners for a one on one meeting. June-July

Example) Make telephone calls to reinforce messages and assess level of understanding and willingness to be involved. Aug

Example) Host meet network meeting inviting public partners and redeliver key messages. Sept

Measure our success. Ask questions to determine:

Relevance – if the messages were appropriate, clear and to the right audience?

Clarity – if the messages were easily understood by public partners?

Credibility – were the messages believable and trustworthy?

Response – did we achieve the response we were hoping for?

Satisfaction – was the audience satisfied with how the message was delivered?

