# Communication plan – template

## Current situation

### What problems should the communication solve? What needs have to be addressed? A plan starts with a short or long analysis of the current situation and background information.

### Delimitations

### Do you need to set any delimitations to clarify what problems should be solved?

### Tracking and monitoring trends

### What around you can affect your opportunities to communicate with your target audience and reach your goals? What trends can you spot that may affect things? The current situation can contain a trend analysis if deemed relevant.

### Communication challenges

What difficulties and challenges can you identify to achieve your goals? What are your strengths and opportunities? Try do identify your challenges before you start communicating and adapting your strategy to handle them.

## Aim and objectives

### What do you want to achieve with your communication? Increased awareness? Better understanding? A change in behaviour? Communication is not an end in and of itself, but rather a means to achieve results at work. Formulate a clear goal to be able to measure the results. In the activity plan, you can add communication targets linked to awareness, attitude and behaviour for each target audience.

## Strategy

The strategy describes how you will work to achieve the goals and manage the challenges with the resources at your disposal. A large part of the strategy can be about setting priorities or the methods you will use.

## Message

What are you key messages? Are they relevant and tailored to your target audiences? And who should say it? Who is the best messenger in this case? For a message to be interesting, understandable and useful, it needs to be formulated from the target audience’s point of view. Attempting to communicate everything to everyone often results in nothing reaching anyone.

## Target audiences

With whom do you want to communicate? What do these people have in common? What are their needs, interests, knowledge and wishes? What prior knowledge and attitudes do they have?

## Channels

Where does your target audience usually seek out information? Newspapers, social media, face-to-face meetings, online, signs, education or something else? It is often a mix of channels that produces results. People are different and also want variety. Could there be unexpected channels that would provide extra impact? To be effective, a message also needs to be repeated and coordinated, both in different channels and over time. The communications guide provides information about pros and cons with various channels.

## Time

When is the best time to carry out the communication to achieve the best results? Do you need to communicate at multiple points in time?

## Responsibility

Which people should do what? It may be a good idea to specify who is responsible to make it clear what is expected of each person and to ensure that activities do not fall through the cracks.

## Budget

What resources do you have in terms of time, money and expertise? Are the costs reasonable in relation to what you want to achieve? What is the cost of not doing it? Make a communication budget and a distribution of responsibilities.

## Follow-up and evaluation

Think about what methods can be used for follow-up of the results. Is it possible to measure the effects? What went well and what was less successful? What can we do better next time? What happened that we did not foresee?

## Activity plan

A communication plan can be supplemented by a more concrete activity plan indicating what activities will take place in what channels, be aimed at what target audiences and when this should happen.

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| Target audience | Communication target | Message | Channels | Activity | Time | Budget | Responsibility | Follow-up |
|  | **Know:**  **Feel/think:**  **Do:** |  |  |  |  |  |  |  |
|  | **Know:**  **Feel/think:**  **Do:** |  |  |  |  |  |  |  |
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