

Communication Plan

This document provides an overview of elements to consider when developing any type of communication, marketing, or campaign planning. It is intended to help you as you plan strategies to share your EMSC initiatives.

NOTE: The word “campaign” will be used below but can easily be replaced with the words communication plan, marketing plan, etc.

1) Building the Background for a Communication Plan

Your Organization’s Mission: It can be helpful to remind yourself of the overall mission of your organization to ensure your goals are in line with the mission statement.

Your Organization’s Vision: What is the long-term vision for your organization?

Your Organization’s Values: What are the values of your organization that may shape the way you should prepare communication materials?

Goals and Objectives: The heart of your communication plan is to have clear attainable goals and objectives that define what you want to achieve with you campaign. You should at the very least have two goals.

Goal #1:

- **Objective 1:**

- **Objective 2:**

- **Objective 3:**

Goal #2:

- **Objective 1:**

- **Objective 2:**

- **Objective 3:**

Goal #3:

- **Objective 1:**

- **Objective 2:**

- **Objective 3:**

Goal #4:

- **Objective 1:**

- **Objective 2:**

- **Objective 3:**

2) Identifying Your Audience(s)

Who are the main groups you want to reach? Is there more than one target audience? If you have more than one target audience, you may want to answer these questions for each one.

Brainstorm a list of your audiences:

Of the audiences listed above, whose knowledge, attitudes, and behavior must be changed in order to meet your goal?

Describe what you know about this audience's knowledge, attitudes, and behaviors as they relate to your issue:

What are the barriers to this audience fully supporting or participating in reaching your goal? What are the benefits if they do?

What are the characteristics of this audience? What or who are they influenced by? What makes new information credible for them? What or who could motivate change or action?

3) Anticipating Resistance

Presentation: What topic or process are you discussing with the group?

Resistance: What types of resistance do you anticipate?

How can you address these issues when thinking back on the Theory of Change Resistance?

Opportunity: What types of resistance do you expect? How can you address these issues when thinking back on the Theory of Change Resistance?

Who will this impact? _____

When will this change be implemented? _____

Why are we implementing this process? _____

How could this benefit the target audience? _____

How will you move from the current situation to the new one? _____

4) Crafting Strong Messages

Messaging: Think about the questions below to assist you in crafting messages for your target audience(s).

What **change in attitude** (the way they feel about the issue) do you want to motivate in your audience in order to meet your goal?

What **change in behavior** (day-to-day actions) do you want to achieve in your audience?

Now, based on what you know your audience needs to hear in order to think, feel or act, what are the **three most compelling sentences** you could use to motivate the audience? These are your messages.

1. _____
2. _____
3. _____

5) Using the Right Data

Data: Using the right data can add credibility and validity to your message and/or argument for change. Outline the supporting/meaningful data you would need in order to give your message a solid foundation based on evidence. Remember to think of your audience and how they would interpret data/statistics.

- **Audience:** _____
- **Statistic(s):** _____ (*Choose the Most Meaningful that shows the Magnitude of your Message*)
- **Is there a visual way to present the data? If yes, record your ideas...**

- **The best way to present the statistic/data for your audience (see chart in binder about statistics for various audiences):** _____

More than one audience?

- **Audience:** _____
- **Statistic(s):** _____ (*Choose the Most Meaningful that shows the Magnitude of your Message*)
- **Is there a visual way to present the data? If yes, record your ideas...**

- **The best way to present the statistic/data for your audience (see chart in binder about statistics for various audiences):** _____

7) Communication Channels

Types of Media Your Audience Consumes: What types of media does your target audience consume and/or where do they hang-out?

Communication Channels: Review the Pros and Cons of each media channel in the handout in your binder, and write down the types of media channels you'd like to use for your campaign and for your audience? You will most likely use more than one media channel for your audience as you're building a campaign.

Review the media channels you've listed above, how might you need to adjust the language for the **three compelling messages** you originally created (in section 4 of this plan) in order to fit your chosen media channel? For example, will you need to shorten your message for social media, if so how would it read now?

Message(s):

1. _____

Media Channel: _____

2. _____

Media Channel: _____

3. _____

Media Channel: _____

8) Drafting Your Campaign

Complete the Brainstorming Chart and the Effort to Value Matrix on the next pages.

Campaign Brainstorming Chart Definitions

Adapted from "Social Media for Nonprofits," Olivia Uribe-Mutal, Lynda.com

See the next page for an example of a completed chart.

Campaign Brainstorming Chart

AUDIENCE: _____ Audience Name

Item	Content/Activity	Media Channel	Priority Order	Resources / To Do	Effort	Value
A						
B						
C						
D						
E						


 Just used for organization
 The activity or content you need to create
 The intended media channel
 Your completion priority – do this last
 Resources and/or "to do list" of what you need to create the content
 Effort = the time/resources needed to complete the activity. Value = the greatest chance of reaching your target audience and/or chance for success of your goals. (Scale from 1 to 8, 8 highest)

Completed Chart Example:

AUDIENCE: **Hospital Decision Makers via General Public Influence**

Item Number	Content/Activity	Format / Media	Priority Order	Resources / To Do	Effort	Value
A	Create information about our hospital recognition program (how to join, etc.)	Factsheet		Time, content, images, designer	5	8
B	List of champions contact information	Printed List		Contact information (public, colleagues, parents, other hospitals, etc.)	2	8
C	List of Social Media Trendsetters (other recognized hospitals or hospitals with a lot of followers)	Printed List		Research trendsetters, compile list, need assistant to help	6	6
D	Prepare for interview with the Alaska Dispatch News about our hospital recognition program	Newspaper		Contact Alaska Dispatch News, set time to for interview (need stats, program details, etc.)	7	8
E						
F						

Your Campaign Brainstorming Chart

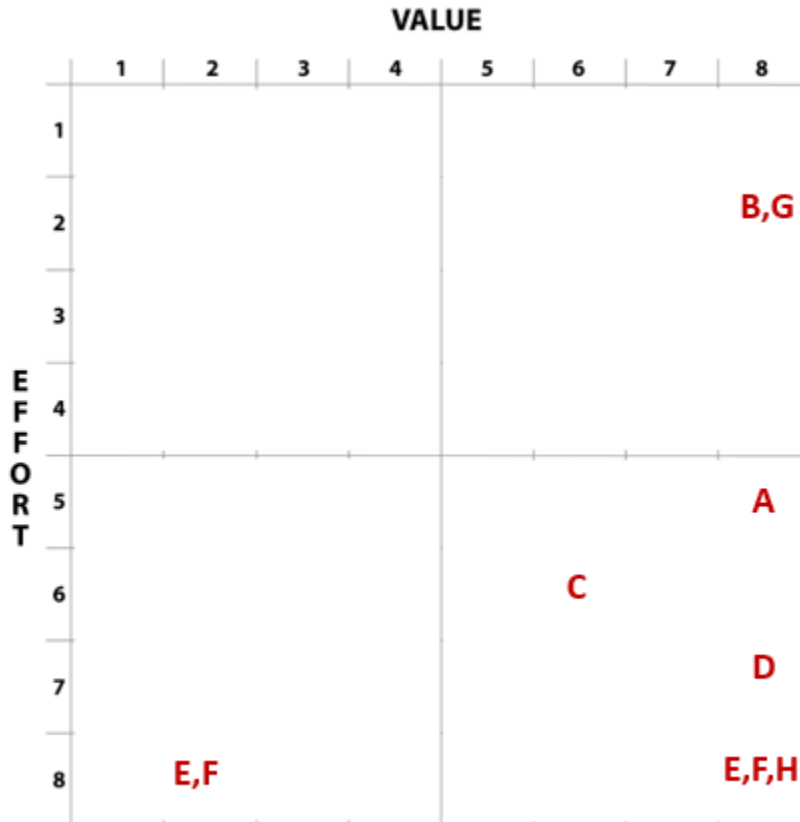
AUDIENCE: _____

Item	Content/Activity	Media Channel	Priority Order	Resources / To Do	Effort	Value
A						
B						
C						
D						
E						
F						
G						
H						
I						
J						

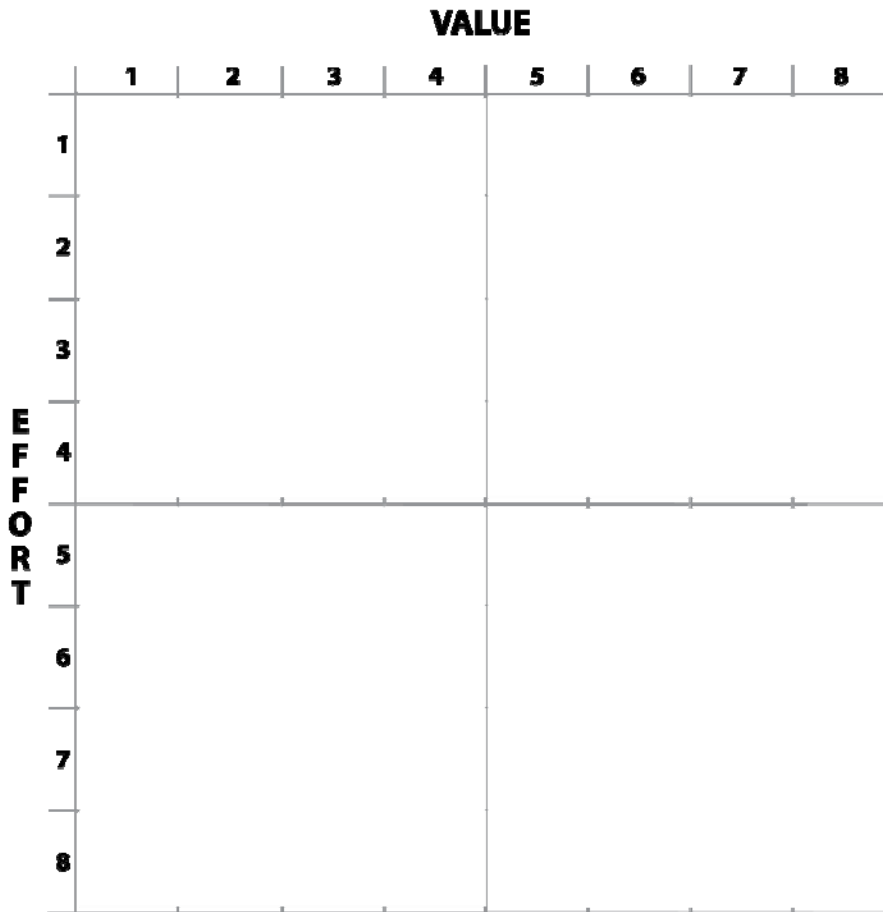
Value to Effort Matrix:

Using the brainstorming chart from the previous page, plot the effort and value for each item by writing the item letter in the proper location on the matrix. (*Adapted from "PR Campaign Communication Channels," www.zeeopedia.com*)

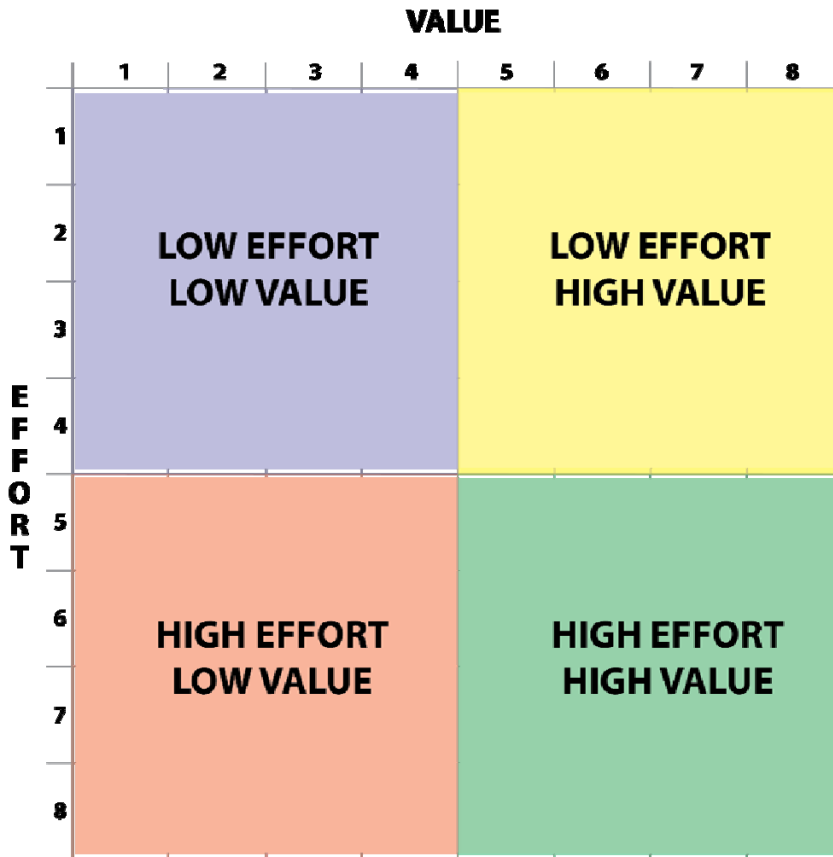
Example:



Your Turn:



Interpretation of the quadrants in the matrix:



Looking at the placement of your item letters on the previous page, determine which quadrant they would fall-in based on the chart above.

List at least three items (if not more) that are feasible for you to complete based on the effort (time it will take you to create/develop the content) and the value (the greatest chance of reaching your target audience and/or chance for success of your goals).

1. _____
2. _____
3. _____

Now return, and prioritize the items in your brainstorming chart.

Campaign Outline: Using everything that you've completed so far and using the sample Alaska marketing campaign in your binder, outline a draft of your campaign.

Audience(s): _____

Main Messages:

1. _____

2. _____

3. _____

Create and Outline using the following format (1, a., i)

Campaign Outline Continued.

9) Creating Messages that are Visual

Consider the questions and resources below as you think about how to make your messages more visual:

- **What kind of emotion(s) are you trying to evoke from your audience?**

- **Do you know what kinds of pictures or images you want to use?**

- **Where will you find these pictures/images?**

Take some time to search for images by your topic at the following sites:

- www.images.google.com
- www.pixabay.com
- www.pexels.com
- www.unsplash.com

- **Do you have access to, or can you create, video content that may be useful for your message?**

10) Monitoring and Measurement

Now that you've outlined your campaign, set some time up to outline how you plan on measuring the success of your campaign.

How do I measure the effectiveness of each of the following campaign objectives (Note: you might have more goals and objectives than listed here.)

Goal 1, Objective 1: _____

Objective 2: _____

Objective 3: _____

Goal 2, Objective 1: _____

Objective 2: _____

Objective 3: _____

How will I know if the communication effort is having an impact?

Are there different indicators for short-term and long-term impacts?

What specific actions/beliefs/outcomes will I monitor as indicators of success?

Have I set the goals too high for the communication effort's budget?

REACH

Did the target audience receive the message? _____

If yes, who did and who didn't receive the message?

UNDERSTANDING

Did the audience interpret the message in the way I intended? _____

IMPACT

Did the audience react in the way I wanted them to react? _____