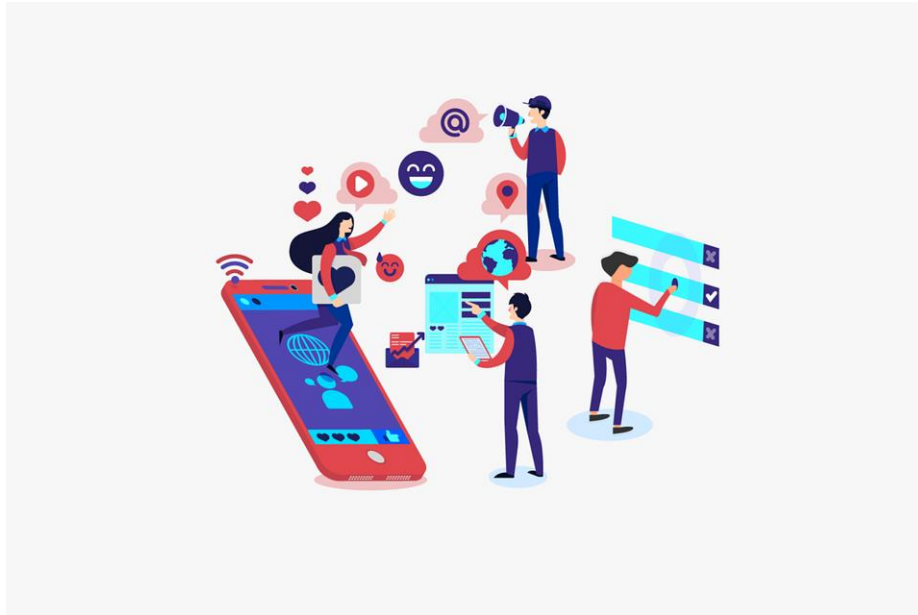


Community Enterprises & Responsible Citizenship for young and women

(ComEnter&RC)

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COMMUNICATION PLAN



Defining a Communication Plan

- In project management, a communication plan is used to deliver information effectively to appropriate stakeholders.
- It identifies the message needed to be promoted.
- It targets the message directly at recipients through specific channels.
- It supports clarification of its purpose and value.



Preparing and Writing a Communication Plan

1. Be aware of your current communication materials



Source: Pixabay

Communication material needs to have a specific stakeholder (investor, public authority, civil society,...) as a target for the message.

So your message should be adapted to its target audience.

Use the expertise that is around you.

2. Make a list of any additional material you need

Do you have:

- A short description of your activity?
- A flyer?
- A social media account?
- A contact database?
- A logo?
- A motto?

3. Set SMART goals for your communication plan

Specific

Measurable

Achievable

Relevant

Time-Bound



4. Identify your audience(s)

As previously noted, the recipients of your message may not be in a single group and the definition of the initial groups may change.

The ways in which to deliver the message may also change.



You may need to redefine your message according to its target population:

- Relevant stakeholders
- Funding institutions
- Direct users
- Potential partners
- Local policy makers
- Etc.

5. Outline and write your plan

- Always keep the target audience in mind.
- Your plan will then be suitable for use as a roadmap in your communication activities.



6. Determine the channels you need to use

These may vary also according to the recipient of the message.

You should carry out research to see what channel is the most relevant for:

- (a) your type of message, and
- (b) the targeted audience.



7. Determine the persons in charge

It is important to know who is in charge of what task.

This should be clearly indicated in the communication plan to avoid confusion.

Present clear tasks with clear responsibilities for those who will do the work.



8. Set your timeline

Having goals set in a timeline is necessary to ensure its success.

Remember the 3 Ws:

- What
- Who
- When



Source: Pixabay

Creating a Social Media Campaign

- Set up your calendar
- Create your hashtags – it works as a digital key word to allow interested stakeholders to find your posts/page when researching
- Plan your posts in advance: create your posts before releasing it!
- Choose your illustrations: a picture worth thousands of words



THANK YOU FOR YOUR ATTENTION!

