

## Communications Planning Template



Courtesy of



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## Purpose

State why you are creating a communication plan. What is its scope? Is it for external or internal audiences, or both?

**For example:** If you're planning to launch a Facebook page, the purpose of your communication plan might be: "Provide a roadmap guiding internal and external communication for the launch and maintenance of my new Facebook business page to ensure quality and success, and to limit risk exposure."

## Situation Analysis

State important factors affecting your project. What are the current communication challenges and issues? What is expected to change? What are significant strengths, weaknesses, opportunities, and threats?

**For example:**

- I already have a website, e-newsletter, and YouTube channel with a growing following.
- The person in charge of launching my Facebook page is already overworked.
- My organization/ministry has no policies governing social media.
- Graphics copyright law is a gray area and I don't know where to get a steady source of good graphics.
- My board members don't know much about social media and will need to be educated.
- Etc.

## Goals & Strategies

State your communication goals (long-term desired outcomes) and objectives (the measures of progress that will help you reach your goals).

**For example:**

- Position my organization as one of the country's leaders in the area of XYZ. (Goal)
- Draw seekers to Christ. (Goal)
- Increase participation at my special events. (Strategy)
- Provide an online voice to communicate my organization/ministry's key messages. (Strategy)
- Build relationships with, engage, and educate fans. (Strategy)
- Attract new constituents. (Strategy)
- Etc.

## Objectives

State key objectives—the steps you’ll take to accomplish your strategies.

### For example:

- Announce the page to key audiences (see below). Ask them to promote it and show them how.
- Create a posting calendar and use scheduling software to schedule posts.
  - Identify key organizational milestones, dates, and holidays and tie messaging to the dates.
- Vary the content, offering a mix of inspiration, humor, and organization-centered messages.
- Respond to questions and comments so fans will know the page is attended, and to encourage fans to discover the value you bring to them.
- Use Facebook’s “lookalike audience” feature to reach new people who are likely to be interested in our organization because they already like pages similar to ours.
- Determine budget for Facebook promotions/ads.
- Regularly post “calls to action”—opportunities for fans to: become a member (if applicable), donate, attend events, subscribe to our newsletter, take advocacy action, share stories or testimonies, comment and engage, visit our website, and XYZ (other important actions).
- Promote the page through our existing platforms (e.g., newsletter, website, YouTube).
- Etc.

## Key Messages

What messages do you want to convey consistently through this new social media platform?

### For example:

- Our organization is a leader in XYZ (name it).
- Our organization is making a difference in these ways: XYZ (name key areas).
- When you like my page, you’ll:
  - Get to know more about our organization.
  - Receive special offers and discounts.
  - Find out first about upcoming events.
  - Be inspired and educated about XYZ (name key areas).
- Etc.

## Target Audiences

Focus on the role your key audiences play. If you have a sense of the age, gender, or special interests for each audience, include it.

### For example:

- Internal: All board members, staff, and volunteers.
- External: Everyone on our mailing list, ministry partners, event attendees (75 percent female between 25 and 60 years old; 20 percent stay-at-home moms, 60 percent work outside the home; 80 percent church-goers; 90 percent high school graduates, 20 percent have at least one year of college education), my personal friends and relatives, and those of board members, staff, and volunteers.
- Etc.

## Measurement

State how and when you'll measure your efforts and to whom they'll be reported.

### For example:

- Recruit a knowledgeable individual to capture, analyze, and report metrics.
- Use Facebook analytics to understand what's working and how people interact with our content, and improve our results over time.
- Examine data on who, exactly, is visiting our page and adjust content and audience descriptions accordingly.
- Review results quarterly to determine if we're advancing our goals, strategies, and objectives.
- Etc.

## Implementation Table

Attach a separate table showing the specific tactical steps required to implement your communication plan. For each line item, include a column to specify deadlines, the person/team responsible for task completion, contingencies, completion date, and comments/questions/notes. Typically, a budget addendum would also accompany your communication plan.