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**Communications Plan**  
[Organisation name]

*This template will help you plan how you roll out a communications campaign for an initiative, project, event.*

|  |  |
| --- | --- |
| **Project name:** |  |
| **Key contact:** |  |
| **Phone:** |  |
| **Email:** |  |

Project milestones

*What are the significant milestones that need to be communicated along the way? For an event it might be:*

* *Call for sponsors: 1-28 March*
* *Call for stallholders: 13-25 April*
* *RSVPs open: 1 July*
* *RSVPs close: 18 July*
* *Event date: 29 July*

Target audiences

*Which cohorts are you trying to reach with this project?*

Key stakeholders

*Which organisations, community groups, media outlets, and individuals can support your communications efforts?*

|  |  |  |  |
| --- | --- | --- | --- |
| **Organisation** | **Key contact** | **Email** | **Phone** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

Key messages

*In simple dot points, outline your key messages*

Channels and mediums

*List the different ways you play to communicate your initiative*

|  |  |
| --- | --- |
| **Channel** | **Notes** |
| *Website* |  |
| *Printed materials (posters, flyers)* |  |
| *Community noticeboards* |  |
| *Local newspaper / blogs* |  |
| *Newsletters (physical and digital)* |  |
| *Mail outs / letter drops* |  |
| *Facebook* |  |
| *Instagram* |  |
| *Council website* |  |
| *Community radio* |  |
| *Television* |  |
| *SMS alerts* |  |

Creative assets

Graphic design will be conducted by:

Name:  
Phone:  
Email:

*What marketing collateral will need to be designed:*

|  |  |  |
| --- | --- | --- |
| **Asset** | **Format/Dimensions** | **Print Quantity** |
| *Flyer* | *A4* | *200* |
| *Poster* | *A3* | *500* |
| *Program* | *A5 Booklet* | *1000* |
| *Website banner* | *JPEG 300 x 900 px* | *n/a* |
| *Social media graphic – Call for stakeholders* | *JPEG 500 x 500 px* | *n/a* |
| *Social media graphic – Registrations open* | *JPEG 500 x 500 px* | *n/a* |

Communications copy

*This is where you put your approved communications copy. Their may be different copy for each milestone above. By creating and providing this copy, you make it easy for your stakeholders to copy and paste it across their newsletters and social media platforms. It also ensures they use the correct messaging.*

**Media release:**

**Social media posts:**

**Newsletter text:**

Communications timeline

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **Action** | **Who is actioning** | **Notes** |
| *1 February* | *Brief graphic designer* |  |  |
| *1 March* | *Send Communications Plan and creative assets to key stakeholders* |  |  |
|  | *Create Facebook event* |  |  |
|  | *Web page go live* |  |  |
|  | *Send media release to local journalists* |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |