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Communications and Marketing Strategy

Years: XXXX-XX

# Introduction

Set the scene for the document.

For example:

*As the peak body for the Victorian neighbourhood house sector, Neighbourhood Houses Victoria (NHVic) is responsible for keeping its close to 400 member organisations informed, connected and engaged, and for advocating the value and benefits of neighbourhood houses to policy makers, all levels of government, funding bodies, and the general public.*

*To do this effectively, a thoughtful, strategic approach is required that clearly identifies who our target audiences are, how we communicate with them, and ensures our messages are on-point and relevant to each of those audiences.*

*This Communications and Marketing Strategy provides a clear direction for NHVic’s communications approach and activities over the next three years, in alignment with the NHVic Strategic Plan 2019-21.*

# Strategic linkage

Detail any linkages this document has with any other strategic plans within your organisation.

# Consultation

List all of the consultation activities you have undertaken to engage your members, the community and key stakeholders, to inform the strategy. This could include workshops, surveys, vox pops etc.

# Aims

What are your primarily trying to achieve through this strategy? For example, is it to improve reputation? Is it to increase awareness and exposure? Is it to attract new cohorts? Keep these aims high level.

# Target audiences

Determine your various audiences, both community based and stakeholder based, and why they are important to you (think of your service offerings).

|  |  |
| --- | --- |
| **Audience** | **Why we communicate with them** |
| For example, seniors (65+) | We offer this group a positive ageing experience through gentle exercise classes, arts and crafts, walking groups… |
| Young parents | We offer maternal child health, playgroups, toy libraries … |
| LGBTIQ community | We offer our LGBTIQ support group… |
| Local businesses | We need their support to run our local festivals… |
| Local media |  |

# Communications channels

Think of all the ways you intend to communicate with your various audiences, keeping in mind that some channels are best used to reach certain audiences. This ensures you keep your channels relevant to the people who consume them.

|  |  |  |
| --- | --- | --- |
| **Channel** | **Audience** | **Frequency** |
| Website | Broad | Ongoing |
| Mail out | Seniors | Monthly |
| Facebook – Public Page | Broad | Daily |
| Facebook – Group | Parents |  |
| E-Newsletter | Broad |  |
| Instagram | Parents |  |
| Roadshow (speaking at other clubs and associations e.g. rotary, migrant associations etc.) |  |  |

# Action Plan

Produce an action plan of initiatives you will undertake to achieve the aims of the strategy.

|  |  |
| --- | --- |
| **Action** | **Year** |
| **Launch an Instagram account**  85% of respondents under 40 years told us they use Instagram daily. |  |
| **Website redevelopment** |  |
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# Reporting

To measure the progress of this strategy, a Communications and Marketing Progress Report will included in the Annual Report.