

# Communications plan template

## Purpose

Give a brief description of the purpose of your communications plan. What are your main objectives, who are you trying to reach and what action would you like them to take as a result of your communications?

Key Objectives

## Keeping these to 2-3 will help ensure your communications remain clear and focused.

## Target Audiences

## Who are you trying to reach? What are the main interests, priorities and pain points of these groups and how will your communications address these?

## Messaging Themes

What are the main themes you want to get across in your messages? Examples could include ‘Community’, ‘Student Experience’ or ‘Collaboration’

## Communication Channels

*These could include internal emails (a primary channel for reaching all staff and students), newsletters, and staff briefings as well as social media posts, digital screens and posters. Think about which audiences you need to reach and where you will be most likely to reach them.*

# Timeline of activity

Set out key milestones you need to reach at different points of the year in order to successfully carry out your communications plan.

E.g. When do you need to have the communications plan signed off? When does the first newsletter post need to be published? Work with colleagues in the Communications and Institutional Events team to find out when you would need to provide final copy for messages and with the Design and Digital team to agree on deadlines for any digital assets being approved.

# Communications plan

*Example:*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Type of comms** | **Date** | **Comms channel** | **Audience** | **Author** | **Key messages** |
|  |  |  |  |  |  |

# Conclusion

*Write any final notes on how your communications plan will leverage a range of channels to effectively disseminate information to your target audience(s) and what the benefits will be to stakeholders.*

# Appendix

Use an appendix to keep a record of any drafted communications, to help keep track of what has gone out, and when.