

How to plan a communication strategy

Think about...

... what barriers members of the community might face when finding out about your residency, for example lack of internet, language or literacy barriers.

This worksheet provides a guide to creating a communications strategy for your residency.

Top tip

Build good relationships with local media organisations. They are always looking for interesting stories and content. Talk with local media organisations and think creatively about ways you can involve them in your activities.

Why do you need a communications strategy?

- To become better known in the community?
- To recruit participants or volunteers to the project?
- To raise money.
- To educate people about the issues your project raises.
- To promoting the outcomes of the project.

- Posters, leaflets and brochures.
- Newsletters or other reading material.
- Promotional materials (like T-shirts, caps or mugs).
- Websites and social media sites.
- Presentations local events, fairs or other gatherings.
- Word of mouth.
- Exhibitions, plays, film screenings or other arts activities.
- Local, regional or national media.

Who you are trying to reach?

Knowing your audience helps you to plan your communications.

Summarise the key messages that you want to communicate to each audience.

Next, choose how you will communicate this information.

Put this information together in one document – this is your communications plan. It includes:

Think about how you will monitor your progress against the plan on a regular basis.

Information on your target audiences.
Key messages you want to communicate to them.
What channels of communication you will use.
The budget for each key communication task.
Practical details of who will do what and when.