## COMMUNICATION PLAN

# Purpose

A communication plan is a tool that helps build a message and response plan for a project that has been tested. For example, a communication plan can be used for a successful mPDSA intervention that will be scaled. A good communication plan includes key target audiences, messengers, means of communication, and follow-up responses. Multiple plans can be used if there are multiple goals.

# Key Components

1. **Who is your target audience?**

* You will need to decide on a target audience in order to effectively communicate about your project. Some examples include community members (e.g. parents, students, neighborhood members, or business owners), key stakeholders (e.g. school board members or community and political leaders), collaborators (e.g. community, child care, or healthcare organizations, religious institutions, or teachers), or funders (e.g. foundations, media, or business or corporate leaders).
* It is important to understand the motivations, demographics, knowledge, and attitudes of your audience, as well as their language and literacy.

1. **What is your key message?**

* [Key messages](http://prsay.prsa.org/2011/12/02/key-message-development-building-a-foundation-for-effective-communications/) should resonate, be memorable, and draw a picture in the mind of each person in your target audience. The idea is to create a mental image that fits with your audience’s motivations, beliefs, and attitudes.
* Use specific examples, data (e.g. relayed using [social math](https://www.marketing-partners.com/conversations2/changing-minds-social-math-stories-and-framing)), and simple visualizations.
* Include a call to action; be explicit about what you need from your audience.

1. **What outside factors could affect this project?**

* Anticipate any outside factors or risks that could affect the project and anticipate responses to those factors in your plan.

1. **Is this project location based? Where?**

* Projects may be based in a city, state, county, neighborhood, or any combination of places. The location of the project will impact how you communicate with your audience.

1. **What medium is being used?**

* Determine what the best ways are to reach your target audience. The chosen mediums of communication will depend on the target audience you intend to reach. [Examples](https://www.gartner.com/smarterwithgartner/corporate-communications-four-steps-to-choosing-the-right-communication-channel/) could include email, social media posts, videos, posters, TV or newspaper ads, or editorials. Consider the most relevant, cost-effective, and credible mediums for your audience.

1. **Who is the messenger?**

* Different target audiences will respond differently depending on which messenger you choose. For example, if your audience is youth, you may want to choose youth or a youth-serving organization to be the messenger.

1. **What is the escalation path?**

* An [escalation path](https://www.projectmanagement.com/blog-post/33334/Best-Practices-for-Managing-Project-Escalations) is a process and chain of command for responding to any challenges that arise.

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What is the result of this project? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What is the project name? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Who is the project lead? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What actions do you want people to take as a result of this project?

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| **Who is your target audience?** |

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| **What is your key message?** |

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| **What outside factors could affect this project?** |

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| **When will the project be finished?** |

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| **Is this project location based? Where?** |

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| **What medium is being used?** |

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| **Who is the messenger?** |

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| **What is the escalation path?** |

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| **What is the contact information?** |

# EXAMPLE COMMUNICATION PLAN – Baking a Custom Cake

What is the result of this project? Customers know that the company bakes custom cakes

What is the project name? Baking Custom Cakes for Customers

Who is the project lead? Sarah Dee, owner of SD Baking Company

What actions do you want people to take as a result of this project? Customers buy more cakes from the SD Baking Company brand

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| **Who is your target audience?** |

Current and new customers that are interested in buying cakes; typically, women ages 21-35 buying a cake for a corporate event, birthday party, or other mid-sized celebrations.

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| **What is your key message?** |

Custom-made cakes are available for purchase:

* Creative and beautiful cake designs for the summer season
* Bright colors and texture options for icing
* Now offering 72-hour turnaround time
* New techniques and higher quality ingredients, now using organic and sustainably sourced dairy products

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| **What outside factors could affect this project?** |

* Competitors also offering custom cakes
* Staying up to date on social media and engaging our customers through media and developing relationships

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| **When will the project be finished?** |

Cake designs and improved efficiency is on track to be complete at the end of May; communication should begin May 25.

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| **Is this project location based? Where?** |

Customers anywhere for cake pickup in Shelby County, TN; customers can order online, in store or by phone.

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| **What medium is being used?** |

* Facebook posts (10, beginning May 25)
* Email to current customer mailing list
* Instagram dedicated posts (10) and stories (May 25-31)
* Coupon and ad, one-time in the Commercial Appeal

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| **Who is the messenger?** |

Owner, Sarah Dee, has a credible reputation as an excellent baker and trusted businesswoman with creative and fun cake ideas.

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| **What is the escalation path?** |

Frontline staff (all storefront staff including cashiers and stockers) will direct any issues to the administrative assistant who will follow protocol to either solve the issue or further escalate to the owner.

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| **What is the contact information?** |

Sarah Dee, [sarah@saradeebaking.com](mailto:sarah@saradeebaking.com), or 901-555-5555, social media handles are @sarahdeebakes