

## Communication plan template

### Specify goals

What do you hope to accomplish through your communication efforts? List the overarching goals for your communication plan. These goals should align with and support your project goals.

- Goal 1
- Goal 2
- Goal 3
- Goal 4

### Identify target audiences and objectives

Which stakeholder groups—or *target audiences*—are you trying to engage? For example:

- |   |   |
|---|---|
| <input type="checkbox"/> State education agency staff       | <input type="checkbox"/> Curriculum developers              |
| <input type="checkbox"/> District and school administrators | <input type="checkbox"/> Parents/guardians                  |
| <input type="checkbox"/> Teachers                           | <input type="checkbox"/> Legislative staff                  |
| <input type="checkbox"/> Counselors                         | <input type="checkbox"/> Media outlets, reporters, bloggers |
| <input type="checkbox"/> Curriculum coordinators            | <input type="checkbox"/> Community members                  |
| <input type="checkbox"/> Professional development providers | <input type="checkbox"/> Researchers                        |

Next, specify your communication objectives for each target audience. For example:

- ☐ **Raise awareness:** Build awareness of an issue, benefit, process, product, etc.
- ☐ **Change attitudes:** Increase understanding and shape opinions and perceptions
- ☐ **Motivate action:** Encourage people to take specific actions

Audience	Objectives

## Craft key messages

What are the essential points—or *key messages*—you want to share? These key messages should be tailored to specific audiences and use language that is clear and easily understood.

### Paragraph summary:

### Key messages:

- Message 1
- Message 2
- Message 3
- Message 4

## Determine communication strategies

What strategies will you use to share your key messages and achieve your communication objectives for each target audience? Examples include the following:

- |   |  |
|---|--|
| <input type="checkbox"/> Social media post        | <input type="checkbox"/> Report                            |
| <input type="checkbox"/> E-blast                  | <input type="checkbox"/> Guide or booklet                  |
| <input type="checkbox"/> Website promotion        | <input type="checkbox"/> Case study/testimonial            |
| <input type="checkbox"/> Newsletter item          | <input type="checkbox"/> Photo essay                       |
| <input type="checkbox"/> Press release            | <input type="checkbox"/> Flyer/brochure/pamphlet           |
| <input type="checkbox"/> Blog post or article     | <input type="checkbox"/> Infographic/poster/data dashboard |
| <input type="checkbox"/> Fact sheet/one-pager     | <input type="checkbox"/> Video/documentary                 |
| <input type="checkbox"/> Policy brief/issue brief | <input type="checkbox"/> Presentation/briefing             |
| <input type="checkbox"/> Journal article          | <input type="checkbox"/> Webinar                           |
| <input type="checkbox"/> Executive summary        | <input type="checkbox"/> In-person event or conference     |

Strategy	Audiences	Objectives

## Develop a dissemination and outreach plan

What *dissemination channels* will you use to share and promote your messages and products? And who can help? Develop a plan to guide dissemination and outreach.

Channel	Audiences	Objectives

## Create a timeline

When will each activity take place? Build a timeline to manage your communication efforts, including planning, production, and dissemination. This timeline should include not only when each activity will take place, but also who is responsible.

What	Who	When

## Measure the results

What will success look like? What specifically do you want to see happen as a result of your communication efforts? List measurable outcome goals against which to track your progress. Then use tools such as Google Analytics to collect data on your stakeholder reach and engagement.

- Outcome goal 1
- Outcome goal 2
- Outcome goal 3
- Outcome goal 4