

Project X

Strategic Communications Plan

Date

# Background

Provide a brief description of the project, how the project aligns to UBC’s priorities and any previous activities.

## Research

If any research has been conducted (formal and informal methods such as surveys, focus groups or pulse-taking) include a summary of this research, in particular the key findings and implications of this. Outline research findings that demonstrate the need for communication and support the proposed approach.

## Opportunity

Identify the specific communications problem or opportunity that this plan will address.

# Intended Audience

## Primary

Describe who your communications need to reach. Segment your audiences into different groups based on common features, demographics or requirements needed.

## Secondary

Not everyone needs the same level of attention, but some secondary audiences can be key influencers or supporters of the primary effort.

# Goals and Objectives

## Goal One

Goals are usually broad and discuss general intentions. They are abstract and can be difficult to impartially evaluate.

Objectives are more precise and concrete supports for the goal. Objectives typically are results-based versus activities-based and are most often stated in terms of behaviours or beliefs. When writing objectives you need to ensure they are S.M.A.R.T – specific, measurable, achievable, realistic and time-bound. The objectives below offer some ideas of common objectives pursued to achieve a goal.

Objective A

Awareness: to increase target audience’s awareness that the client undertaking a new activity.

Objective B

Comprehension: to increase the target audience’s understanding of specific client goals or services.

Objective C

Conviction: to build reputation or share achievements with the target audience.

Objective D

Action: to have the target audience to participate in an activity or provide feedback for planning or evaluation.

## Goal Two

You may have more than one ultimate goal. This goal will have its own objectives.

Objective A

Awareness: to increase target audience’s awareness that the client undertaking a new activity.

Objective B

Comprehension: to increase the target audience’s understanding of specific client goals or services.

Objective C

Conviction: to build reputation or share achievements with the target audience.

Objective D

Action: to have the target audience to participate in an activity or provide feedback for planning or evaluation.

# Approach

Define the scope of this strategy, and if necessary explain what the strategy does not cover and why. What tone will to be used in communication (serious, funny, thoughtful, etc.), the approach (e.g. high/low fanfare, high/low audience involvement), and whether you will use a lead spokesperson.

# Key Messages

If there was one thing that you would want your target audience to remember in order to support the goals and objectives, what would that message be? Expand that key thought to several messages you want your audiences to specifically remember. You may need to establish specific messages for specific audiences.

Key messages should be simple, memorable and address the question “what’s in it for me?”

## Message One

* Any specific sub messages or audience-specific tweaks.
* Any specific sub messages or audience-specific tweaks.
* Any specific sub messages or audience-specific tweaks.

## Message Two

* Any specific sub messages or audience-specific tweaks.
* Any specific sub messages or audience-specific tweaks.
* Any specific sub messages or audience-specific tweaks.

## Message Three

* Any specific sub messages or audience-specific tweaks.
* Any specific sub messages or audience-specific tweaks.
* Any specific sub messages or audience-specific tweaks.

# Communications Risks

Detail any issues that may negatively impact on the success of your communications.

## Risk One

* Any specifics on risk.
* Any specifics on mitigation.

## Risk Two

* Any specifics on risk.
* Any specifics on mitigation.

## Risk Three

* Any specifics on risk.
* Any specifics on mitigation.

# Scheduled Tactics

Some face-to-face communications will happen through the project itself through information gathering meetings. All people speaking on behalf of the project should have reviewed this plan and be familiar with its content. All milestone communications will be in the table below, with ongoing communications demarcated in the table following.

| Date | Activity | Audience | | Description | Deliverables | | Responsible | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Phase 1 | | | | | | | | |
|  |  |  |  | | |  | |  |
| Phase 2 | | | | | | | | |
|  |  |  |  | | |  | |  |

# Reoccurring Tactics

| Recurrence | Activity | Audience | | Description | Deliverables | | Responsible | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Weekly** |  |  |  | | |  | |  |
| **Bi-weekly** |  |  |  | | |  | |  |
| **Monthly** |  |  |  | | |  | |  |
| **Quarterly** |  |  |  | | |  | |  |

# Budget

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Collateral | | | | |
| **Item** | **Quantity** | | **Totals** | **Comments** |
|  |  | | 0 |  |
|  |  | |  |  |
| ***Sub Total*** | | | **$0** | |
| Consulting | | | | |
| **Item** | **Quantity** | **Totals** | | **Comments** |
| **Graphic Design** |  | $0 | |  |
| ***Sub Total*** | | **$0** | | |
| Outreach | | | | |
| **Item** | **Quantity** | **Totals** | | **Comments** |
|  |  | $0 | |  |
|  |  |  | |  |
| ***Sub Total*** | | **$0** | | |
| *Total* | | ***$1,500 per quarter*** | | |

# Approvals

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Department/  Group | Representative | Role | Signature | Date |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

# Evaluation

1. Summary of the campaign (2-3 sentences)
2. Was this communication plan a success? Why or why not?

* Were there objective we beat or missed by a large margin? Why?
* Were there objectives we skipped? Why?
* What channels did you measure? Are these above or below expectations for that channel?
* (If applicable) Do any results demonstrate behaviour change?

1. Are there carry-on effects we need to plan for?

* Are there any findings that can be applied to future plans?
* What would you do differently next time?
* Is this an annually reoccurring plan? If so, what elements should be repeated and/or dropped?

1. Are there items in this plan that are innovative, notable, sharable, or award worthy?