

# Communication Plan Template

Drinking Water Risk Communication Toolkit

## Purpose

Description of why you need to communicate about a specific issue or about specific information; define the problem you are trying to solve with communication.

## Stakeholder Contacts

List of people who need to participate or approve the communication product or project.

| **Contact Name** | **Contact Info** | **Organization** | **Role** |
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## Communication Objectives

Clearly state measureable objectives for communications product or project.

Examples:

* Increase knowledge and awareness of an organization, issue, or problem.
* Support acceptance of a particular issue or solution to a problem.
* Support action that may include behavior change or solutions to a real or perceived problem.

## Target Audience

Identify the key audiences who will be affected by your communications plan and whom you aim to reach through your plan. Provide a brief description of each audience. Consider your audience’s:

* cultural diversity
* socio-economic diversity
* language diversity
* preferences for getting information
* general attitude, knowledge, and beliefs
* perceptions of message and/or messenger

## Key Messages

Identify and develop two to three key messages that you want to tell your audience and supporting messages for each of those. Simple messages are more easily learned and remembered.

## Communication Methods

Show how you will connect your message to your target audience. Include type of communication (email, print, social media), who it will go to (community members, neighborhood group, city officials).

| **Who is message for - Audience** | **Message** | **Type of Communication** | **Material Development Lead Person** |
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## Communication Task Planning

Plan the tasks needed to get communications products developed and disseminated. Put the tasks on a timeline and be sure to assign responsibility for each task.

| **Task** | **Date Due** | **Owner** | **Notes** | **Status – Not started, In Process, Complete** |
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## Evaluation

Consider how you will know if your communication efforts were successful.

* What data you might already be gathering that can be used (number of phone calls, social media engagement, website traffic)
* How often to evaluate communication efforts
* Who has responsibility for evaluation design, completion, and response/follow-up
* How to use and share results of the evaluation

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