



Communication Plan

ORGANIZATION

DATE

Prepared for

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# Audit

An audit is a comprehensive evaluation of an organization's ability to effectively communicate with its key audiences. An audit typically aims to:

- Assess communications related to attracting key audiences and/or new customers
- Analyze the competitive landscape
- Research and develop audience personas (i.e. your key targets)
- Identify strategies, tactics and messaging tailored to personas
- Help determine clear-cut communications goals and metrics for success
- Recommend a strategic path forward

Start	Stop	Continue

# Goals

Start with “Why”? State your purpose for communication.

Example: Our organization desires to reach more remote workers and businesses entrepreneurs who may be relocating after the COVID crisis. This will be measured by achieving the following results:

1. Increase website traffic to related content
2. Increase Facebook followers
3. Increase Facebook shares from local evangelists.

What are other communities doing well?

What are other communities doing poorly?

Write 3 S.M.A.R.T Communication Goals:

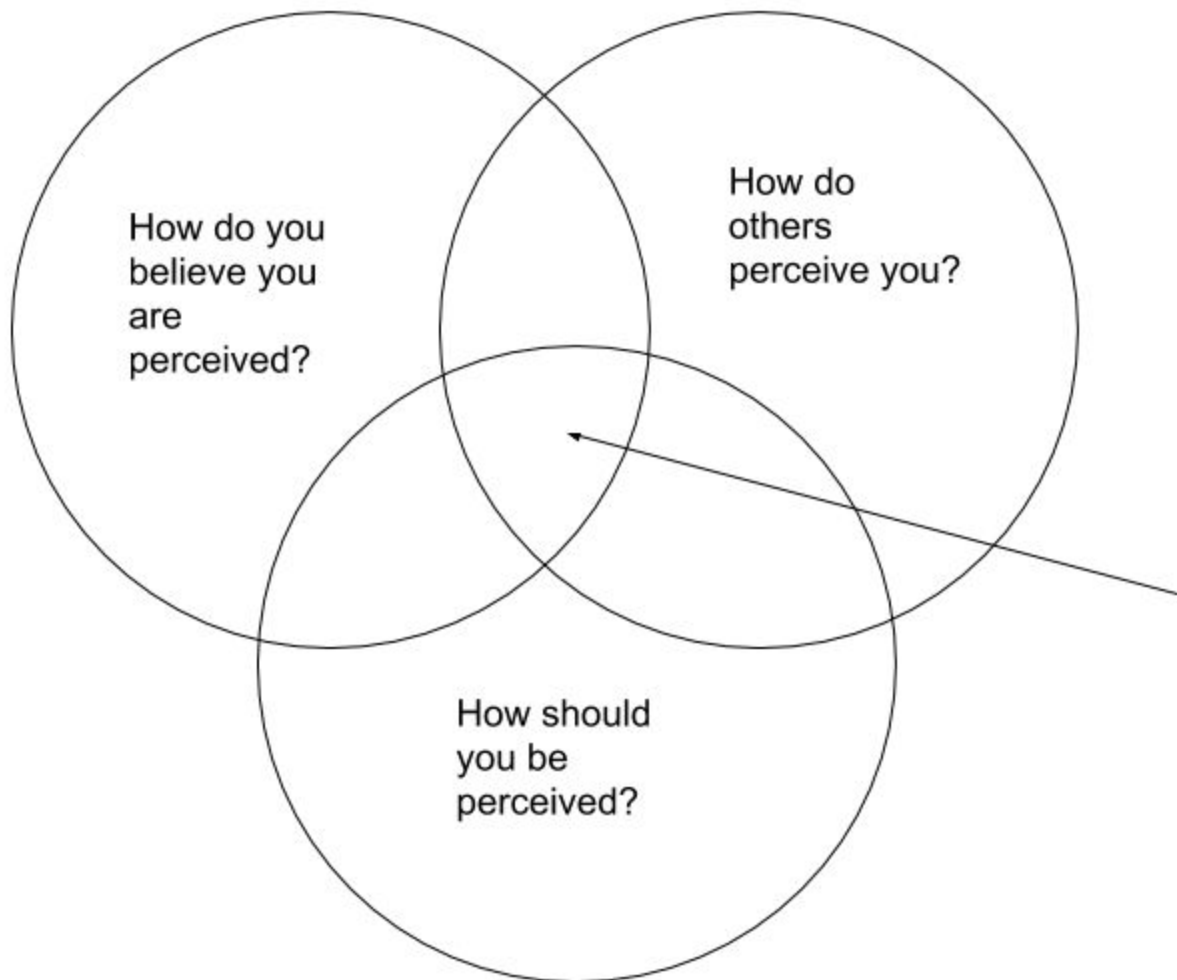
- Specific: *Produce two success stories and blog posts promoting remote worker attraction to our community*
- Measureable: *Each content piece will receive 10 shares, 25 likes, and 100 PV's*
- Attainable: *The content pieces will be 750 words with relevant keywords written by X*
- Relevant: *These content pieces will apply to the June-August period.*
- Time-Specific:
  - *Week 1: Idea Generation*
  - *Week 2: Interview and write drafts*
  - *Week 3: Refine and publish on schedule*

# Audience

Audience: Specifically state your audience. Don't pick more than 3 separate audiences.

Crisis Information: What do you need to communicate to your audience now?

Beyond the crisis: What do you need to communicate once the COVID crisis has passed?



# Write, Write, Write

- Create blog posts or success stories of 750 - 1000 words.
- Create 6 social media posts related to the content pieces
- Make sure there are attention getting headlines and images
- Promote and have other comment and share

# Create a Timeline

## Week 1

	Morning	Afternoon	Late Afternoon	Evening
Sunday				
Monday				
Tuesday				
Wednesday				
Thursday				
Friday				
Saturday				

## Week 2

	Morning	Afternoon	Late Afternoon	Evening
Sunday				
Monday				
Tuesday				
Wednesday				
Thursday				
Friday				
Saturday				

Week 3

	Morning	Afternoon	Late Afternoon	Evening
Sunday				
Monday				
Tuesday				
Wednesday				
Thursday				
Friday				
Saturday				

Week 4

	Morning	Afternoon	Late Afternoon	Evening
Sunday				
Monday				
Tuesday				
Wednesday				
Thursday				
Friday				
Saturday				



# Measure Results

Content: Title

	PV's	Likes	Shares	Comments
Website				
Facebook				
LinkedIN				
Twitter				

Content: Title

	PV's	Likes	Shares	Comments
Website				
Facebook				
LinkedIN				
Twitter				

Content: Title

	PV's	Likes	Shares	Comments
Website				
Facebook				
LinkedIN				
Twitter				

# Rating Template

Have members of your team or board complete the following rubric and measure your response.

	Response	Follow Up	Next Steps
Did we respond quickly?			
Did we address the basic information needs for internal and/or external stakeholders?			
Did we respond with humanity and care, showing empathy for people impacted by the crisis?			
When known, did we clearly explain what happened, what is happening, and what will happen next?			
If applicable, did we as an organization own our mistake(s)?			

### Sample Social Media Posting

**Topic:** Full sentence, e.g., 'Promote the new high-capacity broadband at the business park, installed in 2015.'

**Resource Link:** XXX

**Notes:** XXX

**Headline:** XXX

**Body:** XXX

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#### Voice Content Should be Written In:

- **Option 1 (Conversational):** Informal style and grammar, peer-to-peer, direct address, focus on friendly support and a gentle marketing pitch.
  - Looking to expand or relocate your business? That's no easy decision. You want to be close to transportation routes. You need access to great utility services. Or maybe you're looking to be near the right skilled workers. Well here in our community we have all those things. And a lot more, too! Give us a call today. Relocation is complicated—we can help simplify the process.
- **Option 2 (Informational):** Slightly more formal style and grammar, slightly more distant/objective tone, focus on providing information with a more limited sales/call-to-action.
  - A growing number of businesses are calling our region their home. Why? Because we've got a great workforce, a top-notch utility and transportation network, and our economy and government is consistently ranked highly for its pro-business policies. In fact, a recent study put us among the top states in the U.S. for competitive tax rates. Add to that a noted quality of life with excellent health care, high-performing schools, and abundant natural beauty. Want to learn more? Reach out today.
- **Option 3 (Promotional):** Informal style and grammar, inspirational, stronger focus on promoting the region and the organization.
  - Back in old days, our community was known for its picturesque scenery, its hardworking citizens, and its community spirit. It's not so different today. Except that now you can find an excellent transit and utility network, a diverse workforce, and an economy that keeps on humming through good times and bad. The spirit of the past—plus a vision for the future. Come share that vision.

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#### Social Media Accounts:

- Gmail: Account set-up Information
- Twitter: Account set-up Information

- Facebook: Account set-up Information
- LinkedIn: Account set-up Information
- Social media management:: Account set-up Information
- YouTube:Account set-up Information

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**Current News: Potential Sources**

**List primary sources for news as a reference.**

- XXX