



Communications Plan Templates and Worksheets

This template will help you to flesh out your communications strategy and outline your plan.

(Project Name) Communications Plan

Prepared by:

Date:

1. Project Focus

Summary (1-2 lines)

Focus area project objectives: sustainable stocks, food security

2. Communications Plan Objectives (no more than 7)

Objectives must be specific, measurable, achievable, results-centred and time-bound (S.M.A.R.T.)

There may be different objectives for different target audiences.

3. Context and Challenges Background

Pertinent details (less than 10 points)

Note relevant statistics, research, results, stakeholder or public opinions, expectations, trends that will have impact on the communications plan.

4. Communication Approach

Outline the practical approach to achieve the communication objectives listed above:

What is to be done to achieve the objectives? ie. advertising, stakeholder briefings, issues campaign, media campaign.

5. Key Relevant Target Audiences

List priority relevant audiences that will be contacted/used in this project plan. You may arrange audiences according to priority, project timing, internal/external.

6. Key Messages

Short key messages to be communicated to the target audiences (limit to around 5). You may arrange according to different audiences, or progression within the timeframe, ie. stage 1, stage 2.

7.1 Actions Tools / Budget / Timeframe / Responsibility

List each action or tool (event, promotional material, media stunt), the budget required or allocated, purpose (ie.generate commitment, sales, applications), timeframe for delivery and who is responsible. You may wish to set out different stages for your campaign.

7.2 Detailed implementation / Action plan

If necessary you can segment and expand details with milestones, budget into key stages and insert specific timing, tasks and responsibilities.

8. Evaluation

List tools, methodology that are relevant to project and objectives, practical, measurable, and who is responsible for collection, budget. This might be gathered throughout the project. List also how evaluation information will be used.

| Stakeholder Group | General Public | Commercial Fishers | Recreational Fishers | Indigenous | Conserv. | Fish. Managers | Scientists | Env Agencies | Politicians |
|--------------------------------------|----------------|--------------------|----------------------|-------------|----------|----------------|------------|--------------|-------------|
| Communication Method | | | | | | | | | |
| Web- Page | | | | | | | | | |
| Text alerts | | | | | | | | | |
| Twitter | | | | | | | | | |
| Articles | | | | | | | | | |
| Newspaper | | | | | | | | | |
| Commercial magazine | | | | | | | | | |
| Recreation Magazine | | | | | | | | | |
| Newsletters | | | | | | | | | |
| Scientific Papers | | | | | | | | | |
| Reports | | | | | | | | | |
| Conferences | | | | | | | | | |
| presentations | | | | | | | | | |
| posters | | | | | | | | | |
| Workshops | | | | | | | | | |
| Interviews | | | | | | | | | |
| TV | | | | | | | | | |
| One - On - One | | | | | | | | | |
| Extension | | | | | | | | | |
| | | | | | | | | | |
| KEY - Effectiveness of method | Minimal | Some | Fair | Best | | | | | |
| | 0 | 1 | 2 | 3 | | | | | |

Title: Communication Strategy matrix

| Communication Strategy | | | | | | |
|----------------------------|--|-------------------------|-----------------------------|---|---|-----------------|
| Who | Why | What | How | When | Whom | Cost |
| Who is the target audience | What are the objectives for sending the messages | What content to be sent | What methods are to be used | Timeframe for completing the activities | Who is responsible for these activities | Estimated Costs |
| | | | | | | |