

## Planning Your Communications

**An effective communications plan will clearly outline the following:**

1. What organizational goal your communications plan will support, and how achieving your communication objectives will further this goal.
2. With whom you need to communicate – your target audiences.
3. Why you need to communicate – to inform, persuade, change behaviour. What do you want the target audience to do?
4. What you need to communicate to the target audience to get them to take this action – your key messages.
5. How you will communicate this to them – your communication channels, such as print media, broadcast, Internet, meetings and events.
6. When and how often you will communicate with your target audiences – your schedule.
7. What resources you will need – your budget.
8. What success looks like – how you will measure results.