

Communication Plan Template

It is beneficial to develop a communications plan for any new recognition program, award or event.

A communications plan will assist you in planning your activities in advance of your program, award or event launch and ensuring that the right messages are relayed to the right people at the right time. Good communication is key to the success of your program, activity or event.

The following template provides you with a place to start and brainstorm around communications. Once you have done so, contact your department's communication director/advisor for assistance in developing your plan.

Background/Context

- ★ Provide an overview of the program/activity/event.
- ★ Provide background and context for the program/activity/event.
- ★ Does the program/activity/event connect to a department priority, value, initiative?
- ★ Why is this program/activity/event being developed?
- ★ Is there any research or best practice to support the program/activity/event?
- ★ Has anyone been consulted on the development of the program/activity/event?
- ★ What are the program/activity/event details? Who? What? Where? When? How?

Communication Objectives

- ★ To promote...
- ★ To support...
- ★ To communicate...
- ★ To connect...

Communication Issues

- ★ May be seen by the public as self-congratulation within the public service.
- ★ Senior leader buy-in/participation
- ★ Employee buy-in / participation
- ★ Availability of budget/resources/support
- ★ Tight timeframes

Audiences

- ★ Senior Management Team
- ★ Employees
- ★ Unions
- ★ Media

Key Spokesperson(s)

- ★ Deputy Minister
- ★ Senior Management Team
- ★ Communications Director
- ★ Project Lead

Communication Activities - Develop Communication Products

★ **Poster:**

Create an eye-catching poster to be posted throughout government offices announcing the program/activity/event

★ **Presentations to Senior Management Team and employees:**

To communicate details about the program/activity/event. (details, process, criteria, key dates, etc...) To gain momentum and to build spirit.

★ **Letter to Unions:**

An information only communication to keep them apprised of any new initiatives being offered to their members.

★ **Briefing Note for Minister, Deputy Minister, Senior Team:**

Develop a briefing note to keep senior leaders informed of the new initiative and help them respond to any questions.

★ **Web page:**

Post all promotional materials to a department webpage and send link to employees

★ **Brochure :**

Produce a brochure describing the program/activity/event.

★ **Newsletter article:**

Prepare a news article for the department newsletters for the next publication date.

★ **Display board:**

Display information in a prominent area in your office(s) to build interest about your program/activity/event.

Distribution

- ★ Decide on key distribution dates for each of the promotional items mentioned above.

Post program/activity/launch - Announce the results of the launch

- ★ Department-wide e-mail
- ★ Newsletter article
- ★ News release if applicable and if consented to by participants