

## Appendix 3-B Communications Plan Template

[Advice to Executive Council]

**Title:**  
**Department:**  
**Accompanying:**  
**Date:**  
**Prepared by:**

**Communications/Program Overview:** a paragraph that addresses the essence of the subject matter and the communications need/challenge.

**Context:** this section should touch on the linkages to foundational studies or key reports of government that led to this decision/program/initiative, etc. Should also address any considerations within the public environment that may impact the rollout, receptivity of stakeholders, etc. How does this relate to other initiatives of the department/ government? A brief background can also be placed here.

**Stakeholder/Key Audience analysis:** who will this impact, benefit? Who is the primary target or recipient of this initiative? What is the benefit to them? Exactly how will it make their lives better? Is there a geographic overlay (i.e. will this impact rural Nova Scotia but not an urban centre)? Who are the primary stakeholders concerned about this issue? Are there language issues which should be considered for optimal understanding (translation required?).

**Communications Objectives:** measurable, what success will look like

**Strategy:** what is the communications approach? Consider elements such as tone, location, lasting impression desired; also provides rationale for recommendations in terms of rollout, choice of spokesperson, etc.

**Key Messages:** Connect-Contrast-Solve;

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**Talking points:** supporting facts that bolster key messages.

**Elements of rollout:** brief list of what is planned - for example news release, speech, Q&A, ads, collateral materials, social media, third party endorsement; rollout must consider how to sustain the message through additional activities, events, opportunities (beyond 'announcement' day).

**Marketing/Advertising/Public Awareness Strategy:** is one required? Is there funding identified to support advertising and marketing? Was there previous marketing conducted that links to this initiative? Is there collateral that could be re-purposed to reduce costs? Is there research to support the overall approach? Is there a possibility of partnering (other levels of government, NGO, private, etc.)

**Research:** do we have any research which supports the need for this program/initiative/service? Is opinion research required prior to rollout?

**Issues:** link back to stakeholder analysis; other issues that need to be concerned vis-a-vis timing, costs, etc., that are not covered elsewhere in the plan.

**Actions/Roll-out plan/ Timeline/Opportunities:** Launch and ongoing activities; consideration must be given to announcement day; opportunities to sustain message (through a variety of channels); other things that are happening or have happened that can be leveraged.

**Recommended spokesperson:**

**Evaluation and Expectations for Feedback:** How will we know if we have succeeded - early signs, longer term measures

**Sent to calendar:**  
**Approved by Managing Director:**  
**Approved by Deputy:**

**Approved by Minister:**