

Communications Plan - Template – EXAMPLE ONLY

Background:

This would normally be a summary of the topic. Background issues to be aware of.

It may also contain previous areas for former campaigns.

SWOT Analysis:

Example of how a SWOT analysis may look for a campaign.

Strengths <ul style="list-style-type: none">• Better value for some users• Promotes car sharing up to 5 people + 1 driver• Supports Integrated Transport Strategy• Eases congestion in Town• Consultation undertaken and user and potential users have responded	Weaknesses <ul style="list-style-type: none">• More expensive for some users as fare has increased.• No season ticket
Opportunities <ul style="list-style-type: none">• Increase number of users to service by 10% to fulfil target• Business Community will support• Extended operating hours Monday – Friday - 7pm may attract new audience• Flat rate fee of £2.50 for up to 5 passengers + 1 driver in the car – promotes car sharing• Eases congestion within the town	Threats <ul style="list-style-type: none">• Adverse publicity• Limited time frame to change behaviour• Lack of budget to sufficiently promote the service TBC

Risk Appraisal:

This is to outline any risks to the Council or service in respect of the campaign service. It also identifies any measures put in place to negate identified risks.

Risk	Mitigation
XXX	XXX

Stakeholder Analysis:

Example of stakeholder mapping.

Stakeholders	Required Engagement
Residents	<ul style="list-style-type: none"> • Clear communications through channels including Borough Insight, MBC website (specific page for P& R service videos, news stories, highlighting success), media channels, Arriva methods of communication online (website, social media), on-site (London Road and Willington Street) signage, Advertising as agreed.
Councillors	<ul style="list-style-type: none"> • Regular updates and briefings to members.
Media	<ul style="list-style-type: none"> • Prepared press releases detailing changes to service • Statements as necessary from committee Chairman and Leader of Council • Prepared talking heads for interviews from Leader of the Council, Council supporters • Invitation to launch event, openings and PR opportunities with Mayor and other key stakeholders
MBC and Shared Service Staff	<ul style="list-style-type: none"> • Regular updates through Wakey Wakey, Intranet, social media, engagement days, staff forum presentation internal posters and flyers
Businesses	<ul style="list-style-type: none"> • Direct mail, social media, One Maidstone, Business Terrace

Community Groups	<ul style="list-style-type: none"> • Involve
Parish Clerks	<ul style="list-style-type: none"> • General updates as required for notification in newsletter and communications

Objectives & Strategies:

Objective		Strategy	Measurement
1	Outline all key objectives	How are you going to achieve this	Measurement of success
2			
3			
4			
5			
6			

Communications and Marketing Activity Action Timetable - Example

Media	Action								Progress	Target	Responsible
		Mar	Apr	May	Jun	Jul	Aug				
MBC Website	Change Service pages	X							Completed	User/Residents	MBC Comms for updates
Press	Press Release – detailing development	X							Completed	Park users/Residents	MBC Comms
Intranet	New story – launch details, changes, its coming, why you should use it, it's open, it's great!	X	X	X	X	X	X			Staff and Members	MBC Comms
Internal News Letter	Internal MBC News Letter WW Article explaining s and ongoing news each month	X	X	X	X					Staff and Members	MBC Comms
Print	Information boards to be sited Concept graphic and information	X	X	X	X					Residents and visitors/park users	MBC Comms and Print Provider
Print	Roller Banner in Link/Business Terrace/Involve hub	X	X	X	X	X				Resident	MBC Comms/Print Provider
Print	Graphics for Advertising	X	X	X	X					Residents	MBC Comms and Print Provider
Social Media	Facebook and Twitter Updates through the project. Separate content plan		X	X	X	X	X			Residents /P& R non- users target by interest, profession /Business Press	MBC Comms/ Service area

MBC Website and Social Media	Frequently asked questions on MBC website and social media - to be circulated as need	X	X	X	X	X	X			Residents	MBC Comms
Digital	Video Users experience from start to finish.									Resident	Third party provider
Digital	Video - internal 'how to campaign'				X	X				Resident	MBC Comms
Radio	Heart Radio Campaign 20/30s advert			X	X	X				Resident	Third party provider
Face-to-face	Engagement days - roadshows									Resident, visitor,	MBC Comms, Service
TV	KMTV - interview				X					Resident, Councillors, Business	MBC Comms
Direct Email	Newsletter	X								Resident	MBC Comms

Advertising – Costs

Cost Code: XXX

Medium	Details	Length of Advertising	£ Cost per unit	Total	Approval for £XX budget	Actual	Progress Comms	Booked	Date
Video	1x 2 minute video user experience	Reusable resource	£XX	£XX	£XX	£XX	Have approached provider Video, Digital Visual display and Partner Visual Display.	Booked April 2018 Approved spend by service	Third week in May
Radio (Heart)	10s 20s and 30s second radio advert	Campaign length	TBC						
Radio (KM)	Radio Package	7 days/10 days	£XX		£XX		10 days of Radio adverts		
Billboard	Wat Tyler Way	2 weeks	£XX		£XX	£XX	Sites are being looked at along Wat Tyler Way and potential London Road		18 June for 2 weeks
Bus	Bus stops	2 weeks	£XX				Bus stops in town are being looked at.		
Mall Screen	Large Electronic Screen	2 weeks	£XX		£XX	£XX	July 2018	Booked with Emily 21 June 2018	
KM Advert	¼ page print advert	1 week	£XX						

KM Advert	½ page	1 week	£XX						
Social Media	Internal Campaigns (comms lead)	24 weeks	£XX Reduce to £XX	Budget can be reduced to and is only payable per click. This is roughly £XX for 6 months	£XX	£XX	Reduce budget to £XX and start May		
Social Media KM	Across online	4 weeks	£XX				**If we can reduce budget we will pick this up to increase engagement.		
Borough Insight	1 x July edition full page advert 1 x November Too	July - November	£XX	.		£0		Booked with Comms	

Find it 365 KM media package	Links to social media, Google AdWords, targeted approach.	Monthly	£XX per month (minimum 12 months contract)	£XX					
Design and print of flyers, posters and pop-ups		Through campaign		£XX					
Leaflets 5K				£XX					
Bus rears				£XX	£XX	£XX	Mid May until mid-June	Booked	
External Posters throughout town				£XX	£XX	£XX	Mid May until mid-June	Booked	
Business cards		Throughout campaign		£XX	£XX	£XX	Available from May		
				TOTAL	£XX	£XX			

Messages:

What is the overarching message/s of the campaign?

Key Messages

Bullet points of all key messages – clear and concise.

Supporting information

Other points for the Communications team to be aware of. Ref documents, reports etc.

Draft article for press

Draft article for website

Press Release

FAQs

Question	Answer	Comments	Approved by?

Additional copy:

Social media content: