Communications Strategy­ Title

# Executive summary

This section should contain a brief introduction and organisational context snapshot followed by the communications objectives and the major priorities and headline items. Someone should be able to read this half to full page summary and get a high level idea of the strategy.

# Definitions

This section should include a brief list of definitions of major terms referred to in the document for clarity.

# Strategic context

List your organisation’s strategic objectives and any other relevant strategic information such as a vision/mission statement and/or values.

# Communications objectives

List the objectives of this strategy. They should clearly connect to the items in the strategic context section. The following sections in this plan need to connect back to these objectives.

# Stakeholder analysis

This section includes a table (landscape layout may be helpful) with the following headings:

|  |  |  |  |
| --- | --- | --- | --- |
| **Stakeholder group** | **What we want from them** | **What they want from us** | **Key channels/tools** |
|  |  |  |  |
|  |  |  |  |

You may choose to do a more thorough stakeholder analysis and develop some key messages and/or more detailed stakeholder profiles for each group.

# Priority areas

This section is useful for highlighting major priority areas and briefly outlining why they are important to achieving the communications objectives.

# Key activities, success indicators, responsibilities, timelines

This section is also best set out in a landscape table with the following headings:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Communications objective** | **Communications Activity** | **Indicator /Measure** | **Lead Responsibility** | **Timing /Deadline** |
|  |  |  |  |  |

This section can be produced on 1-2 A3/A4 pages and used as the main management tool during implementation. It can be put on the wall or used to monitor progress.

# Resourcing

This section outlines the staff, budget and other organisational resources being invested in this plan. It can be general, but needs to show a sufficient commitment to achieve the communications objectives.

# Monitoring and evaluation

This section outlines the approach to monitoring and evaluation. It may include information on team and individual workplans, supervision sessions and other management systems that will be used.

# Risks and mitigation

This section can be another landscape table, with the following headings:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Description of risk** | **Likelihood rating** | **Consequence rating** | **Mitigation actions** | **Residual risk rating** | **Notes** |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

# Attachments (if relevant)

This section can be used to attach any additional documents if necessary. It may not be necessary.

# Contact

Contact details for person with responsibility for this strategy.

**Note:** If there are any questions regarding this template or the process, feel free to contact Daniel Scoullar, Social Change Projects at [daniel@socialchangeprojects.com.au](mailto:daniel@socialchangeprojects.com.au) or 0402 596 297. This template has been provided for use by community legal centres through Community Legal Centres Queensland.