Communications Plan

[Name of project/engagement here and year]

Contents

Overview of Key Details

- **Campaign/Activity:** [e.g. Breast Screening Survey 2019]

- **Description:** [Add in brief background, context]

- **Key dates:**
    - [e.g. Report writing, finalising report layout and content, report launch date, promotion dates of report, etc.]

Objectives

What are your communication objectives? What are you aiming to achieve? E.g. report back to participants, promote report findings, etc.

Phase	Objectives
Planning	- List objectives here
During engagement	- List objectives here
Post-engagement/report sharing	- List objectives here

Target Audience, Frequency & Activities

Who are you aiming to reach out to at each phase of the project? Why will you communicate with them, what you will say, how you will say it and when? Be specific. E.g. CCGs, other NHS organisations, local Healthwatch, specific VCSEs and online repositories, such as the Patient Experience Library and your own website. The table below captures high level plans but for more details on the how, use the sections below "Details of Communications Activities" and "Measuring Success."

Phase	Target audiences – who we need to communicate with	Why we need to communicate with them	What the messages are	When we will communicate with them	How we will communicate with them
Planning					
During engagement					
Post-engagement/report sharing					

Details of Communication Activities

Email

- List here or remove this section if not appropriate

Print

- List here or remove this section if not appropriate

Social Media

- List here or remove this section if not appropriate

Website

- List here or remove this section if not appropriate

Media/PR

- List here or remove this section if not appropriate

Are there other types of communications you will be using? Add them here.

Measuring Success

The success of the communications plan will be measured against the overall objectives set for the communications plan and against individual objectives set for each platform (e.g. print, social media, etc.) Evaluating the communications plan will take place [date here].

Objectives Per Platform

Platform	Objectives and Rationale What are your targets and the reasons behind this that support your communications plan's objectives?	Results
Email	• List here. Example: "At least 50% of recipients from launch email click on the report link"	• List evaluation results here
Print	• List here, e.g. objective for your press release (picked up by a 1-2 local newspapers to help increase awareness of survey so people can participate if they want to, to help boost response rate, etc.)	• As above

Platform	Objectives and Rationale What are your targets and the reasons behind this that support your communications plan's objectives?	Results
Social Media: Twitter	• List here, examples below - • Impressions target: 500 • Engagement target: 5 • Engagement rate: 1%	• As above
Social Media: Facebook	• List here, e.g. increase traffic to WV website, obtain average of 30 likes on posts	• As above
Website	• List here, e.g. 10 downloads of a new report	• As above

Learnings & Recommendations

Write down reflections, lessons learned, recommendations, etc. moving forward for comms, particularly to promote annual/impact reports.

Appendix

Add in any supporting documents or information here if applicable.