# COMMUNICATIONS PLAN

Below is an example template of a basic communications plan used for a BioBlitz in 2014.

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| 1. Who do you want to communicate with? Who uses your work/ collaborates with you/ funds you? Who do you want to influence? |  | | |
| 2 Objectives  What do you want to achieve? Why do you want to communicate? |  | | |
| 3 Relationships What are their perceptions of you? Their concerns? Their communication needs? Their expectations? |  | | |
| 4 Messages  What are your three key messages for this group? What do they want to know? What could they get wrong? |  | | |
| 5 Activities  Choose communication activities. How do they like to receive information? | Mass communication  Website  Media  Other…………………….  Face-to-face  Personal briefing  Seminar/ workshop  Social events  Field days  Displays/ exhibitions  Email  Other……………………. | Publications  Scientific journal article  Technical report  Newsletter  Fact sheet  Briefing note  Other…………………… | Consultation activities  Focus groups  Workshops  Other…………………….  Networking activities  Establish a network  Link to established network  Support champions to communicate  Other……………………… |
| 6 Evaluation  How will you evaluate as you go?  How will you evaluate at the end? | Team meeting to discuss progress  Monitor web statistics  Questionnaires/ surveys  Interviews  Test the effectiveness of written documents  Monitor media coverage  Short online survey  Other…………………………………………………………………………………………..  Other………………………………………………………………………………………….. | | |