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 ObjectivesWhat 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 MessagesWhat are your three key messages for this group? What do they want to know? What could they get wrong? |  |
| 5 ActivitiesChoose 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 EvaluationHow 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………………………………………………………………………………………….. |