



## Communications Strategy Template

This template can be used to plan how you want to promote your partnership.

The template helps set out the key messages about the partnership as well as identify the target audiences you want to send the message to. It also enables you to consider any risks or issues that may arise from the partnership's implementation and plan your communications accordingly.

The template can be completed by partnership leaders or a working party made up of partnership members.

### 1. Background and introduction

- Provide a brief description of the project, how the project aligns to the school's/organisation's priorities and any previous activities.
- If any research has been conducted include a summary of this research, in particular the key findings and implications of this.
- You should also describe the communications problem that this strategy seeks to address. In doing so you should define the scope of this strategy, and if necessary explain what the strategy does not cover and why.



## 2. Situation analysis (optional)

A situation analysis describes the strengths, weaknesses, opportunities and threats associated with a partnership. Factors internal to an organisation are generally classed as strengths and weaknesses, whereas external factors are classified as opportunities and threats.

<b>Strengths:</b>	<b>Weaknesses:</b>
<b>Opportunities:</b>	<b>Threats:</b>

## 3. Goals and objectives

Be sure you distinguish goals from your objectives. Goals are usually broad and discuss general intentions. They are abstract and can be difficult to impartially evaluate. Objectives are more precise and concrete. When writing objectives you need to ensure they are SMART – specific, measurable, achievable, realistic and time-bound.

### 3.1 Partnership objectives

Detail the partnership's agreed objectives.

1.
2.
3.

### 3.2 Communication objectives

Set out the objectives you want to achieve through your communication strategy. Consider whether you have a different purpose behind each objective, such as raising awareness or understanding, building support for the partnership, or inviting action.

Some examples of the different types of objectives include:

- *Awareness: eg. To increase target audience's awareness that the school is partnering with x organisation.*
- *Comprehension: eg. To increase school community understanding of the partnership's goals or services it will provide.*
- *Conviction: eg. To build the partnership's reputation or share achievements.*
- *Action: eg. Parents and wider school community to provide feedback on partnership activity for planning or evaluation.*

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#### 4. Target audiences

Describe who your communications need to reach.	<i>eg, parents who would benefit from maternal health program</i>
Segment your audiences into different groups based on common features or demographics  Be sure to acknowledge both audiences and plan accordingly.	<i>eg. school based staff (internal) or broader school community (external)</i>
Additional communication requirements needed	<i>eg. audience has different language backgrounds, people with disabilities</i>

#### 5. Key messages

List the key messages that you need to apply consistently throughout your communications activity. You should stick to no more than five 'umbrella' messages that span the entire partnership, which you can then supplement with versions tailored to different audiences if necessary.

	<b>Key Message</b>
1.	
2.	
3.	
4.	
5.	

**6. Budget**

Detail the amount of the partnership program budget that has been allocated to communications. Also explain any conditions or restrictions associated with spending the budget.

Item	Amount (no. of copies)	Cost	When

**7. Risks and issues**

- Detail any issues that may negatively impact on the success of your communications.
- Your SWOT analysis may help identify potential threats or risks.
- Consider drafting a list of potential questions and answers about your partnership that would address these issues.

## 8. Implementation

Choose appropriate communication mediums to implement using the table below. Add or delete tactics accordingly.

Tactic	Target Audience	Timing	Cost	Responsibility
<i>School Communications</i>				
Posters				
Staff forums				
Website				
Ultranet				
School newsletters				
<i>Departmental Communications</i>				
Ministerial event/launch				
Inspire magazine				
DEECD Schools Bulletin				
DEECD intranet site				
Parent Update				
<i>External Communications</i>				
Partner organisation's website				
Media release or article in local media				

Direct Marketing to Stakeholders <ul style="list-style-type: none"> <li>o Email</li> <li>o Written Letter</li> </ul>				
Other networks, eg. advertise or feature an article or opinion piece in a relevant publication				
Advertising <ul style="list-style-type: none"> <li>o Television</li> <li>o Print</li> <li>o Radio</li> <li>o Online</li> <li>o Other</li> </ul>				
Events <ul style="list-style-type: none"> <li>o Workshops</li> <li>o Family information nights</li> <li>o Stakeholder meetings</li> </ul>				
Marketing Collateral <ul style="list-style-type: none"> <li>o Fact Sheets</li> <li>o Newsletter</li> <li>o Brochures</li> <li>o Issues Papers</li> </ul>				
<i>Other ideas</i> - if budget or circumstances permit there are a range of other innovative ways to communicate such as:				
Sponsorship - investment in either cash or kind, which results in benefits for the sponsoring and sponsored party				
Competitions – can be effective in encouraging trial, testing knowledge and understanding, and encouraging engagement				
Spokesperson – a high profile person who acts as a public advocate of your partnership				
Community Service Announcements (CSAs) – similar to advertisements, CSAs are free of charge on some community broadcasters				
Interactive training program or educational computer game				
Promotional products – such as pens, post-it notes, stickers, magnets etc.				

## 9. Evaluation (Optional)

Use the table below to explain how you will evaluate this communication strategy against the communication objectives detailed in section 3.2. You should briefly describe the measure of success as well as the evaluation tool you plan to use. Examples of common evaluation tools include:

- Website hits or page impressions
- Questionnaires
- Anecdotal feedback
- Number or nature of enquiries received due to communication strategies
- Usage rates

Objective	Measure	How to measure
Eg. <i>To increase target audience awareness of partnership's goals</i>	<i>Recall or recognition of partnership goals</i>	<i>Parent survey</i>

### Approval *(to be completed by partnership's governance group or leadership team)*

This strategy was approved by:	
on:	
at/in presence of:	
Further information/Contact details	

