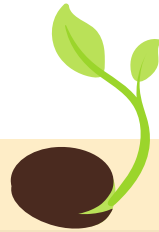


# Communications Plan

## INTRODUCTION AND PURPOSE STATEMENT:

## BACKGROUND ANALYSIS COMPLETE?

### PLANNING



#### **Audience:**

Who is your primary audience?

How accessible are your communications for all audiences?

#### **Messages:**

What is your call action?

What are your goals?

Define key messages.

#### **Strategy/Tactics:**

Where are you trying to push traffic?

Identify existing and new communication pathways.

What tools will you use?

#### **Voice and Branding:**

What is the voice/tone you are using?

What are the values?

Identify design elements and storytelling strategies to define voice.

### IMPLEMENTATION



#### **Review Process:**

How are decisions made?  
Trust building.

#### **Roles and responsibilities:**

Who are your collaborators?  
What other roles are there?

#### **What defines success?**

## MESSAGING UPDATE PROCESS:

*Regular convenings with storytellers, reviewers, community and team members.*

