## 1. What do you want to achieve?

What is the one outcome that you want to achieve with the delivery of this communications plan?

## 2. What is your vision for your school?

What is the agreed vision that makes you stand out from the crowd? This should run through all your messages and activities.

## 3. Who are you communicating with?

Who are the audiences and where are they now in terms of what you need to communicate (internal and external)?

What do you want them to think, feel or do?

## 4. How will you reach different audiences?

Think about the audience preferences for communicating. Refer to the overview of communication channels and identify those that will help you achieve your outcomes and move them to where you need them to be.

## 5. Key messages

What do you want people to hear and understand to achieve your outcome? Should the messages be different for different audiences so they are meaning and resonate?

## 6. Measurement of success

How will you know if your communication was successful? What will you measure? How will you measure? Remember to act on what you find out when you measure.

## 7. Activity Schedule

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **When?**  Date/time | **Who?**  The audience | **What?** Your communication activity/channel | **The message** | **Who will make this happen?**  Including sign offs | **Notes/Status** |
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