

COMMUNICATIONS PLAN TEMPLATE

1. Identify your objectives: What do you want your communications activities to achieve?
2. Choose your target audiences: Who do you want to talk to?
3. Design your key messages: What are the three main facts you want your audience to know about your country's work on trade?
4. Establish your time frame: Identify projects milestones that deserve communications and outreach activities:
 - DTIS/DTIS Update releases
 - Events (project launch, trade conference, etc.)
 - Donor meetings
 - Project results confirmed
 - Field visits
 - Stories of success
5. Select your communication methods: What format will you use to convey your messages:
 - Brochures
 - Website
 - Social media
 - Events / press conferences
 - News articles
 - Videos
6. Draft a budget: Remember you can include a communication line in your project budget to pay for printing, design, photographers and videographers.
7. Establish a workplan with clear deliverables and deadlines
8. Monitor the results and performance of your communications activities such as:
 - number of social media followers
 - media coverage following an event
 - number of views on videos
 - number of sessions on website