

## 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