# COMMUNICATIONS PLAN

Below is an example template of a basic communications plan used for a BioBlitz in 2014.

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| **1. Who** do you want to communicate with? Who uses your work/ collaborates with you/ funds you? Who do you want to influence? |  |
| **2 Objectives**What do you want to achieve? Why do you want to communicate? |  |
| **3 Relationships** What are their perceptions of you? Their concerns? Their communication needs? Their expectations? |  |
| **4 Messages**What are your three key messages for this group? What do they want to know? What could they get wrong? |  |
| **5 Activities**Choose communication activities. How do they like to receive information? | **Mass communication** Website Media Other…………………….**Face-to-face** Personal briefing Seminar/ workshop Social events Field days Displays/ exhibitions Email Other……………………. | **Publications** Scientific journal article Technical report Newsletter Fact sheet Briefing note Other…………………… | **Consultation activities** Focus groups Workshops Other…………………….**Networking activities** Establish a network Link to established network Support champions to communicate Other……………………… |
| **6 Evaluation**How will you evaluate as you go?How will you evaluate at the end? |  Team meeting to discuss progress Monitor web statistics Questionnaires/ surveys Interviews Test the effectiveness of written documents Monitor media coverage Short online survey Other………………………………………………………………………………………….. Other………………………………………………………………………………………….. |