# 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………………………………………………………………………………………….. | | |