

Strategic Communications

Overview

Organizations use strategic communication plans to:

- Establish an organized, strategic way to provide stakeholders with information
- Create a roadmap to drive desired actions or attitude
- Develop a way to measure the successful dissemination of communication techniques and/or methods

How to Approach Communications Planning



Set Goals

Identify challenges and set measurable goals 2

Segment Audience

Research your stakeholders

3

Define Messages

Craft clear and compelling messages

4

Create Strategies

Outline your strategy and build content

5

Execute & Measure

Execute and measure effectiveness

Who is Your Audience

Demographics	Psychographics	Relationship to Topic	Information Preferences	Influences
Federal v. publicRoles v. jobsPhysical location	 What do they care about? What traits do they usually have? (e.g. technical vs. non) 	 What do they need your information for? What frame are they bringing to the issue? 	 How do they like to consume information? 	Who do they trust?Who can inspire them to act?

The Importance of Plain Language

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It's the Law

Plain Language Best Practices

It is not "dumbing down." Plain Language means writing clearly to help readers find what they need, and understand it the first time they read it. The Plain Language Act of 2010 aims to "improve the effectiveness and accountability of Federal agencies to the public by promoting clear Government communication that the public can understand and use."

- Lead with the need
- Eliminate unnecessary words
- Format for clarity
- Keep it conversational
- Simplify
- Use active voice

The Performance Improvement Council (PIC) shares best practices and builds capacity across the federal government to set, plan, and achieve priorities for the American Public. The PIC is supported by the Office of Shared Solutions and Performance Improvement (OSSPI) at the General Services Administration (GSA) and can be reached at picstaff@gsa.gov.