

In-Depth Communication Guide

There are two main considerations when putting together your communication plan:

1. How to communicate about this process
2. Who to inform -- ensuring that your communication is inclusive

Think about the following questions when identifying how you want to communicate and who you want to inform:

How to communicate:

- What do you want your leadership to know, and how will you keep them informed?
- When will it be appropriate to share information about the project with the public?
- When and how do you want to discuss the project with the media? Who will be the "spokespeople"?
- What platforms does your community use to get information?
- What forms of media (e.g. newspapers, social media posts, radio, tv) do different groups in your community prefer? Are there translation considerations?

Who to inform:

- Which groups will be most impacted by your resilience planning and implementation?
- Who needs information about your project to make decisions?
- What community groups/agencies/NGOs may be interested in building resilience?
- Who has been traditionally left out of community resilience programs?