PortFIOLIO

Student Name and ID:

CHCCOM003 – Communication strategy for external clients

Chisholm Institute |

2022

1. **Develop your communication strategy**

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| **PR1.2 Identify organisational communication requirements including:**   * **Know what you are communicating** * **Know the message you want to communicate** |
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| **PR1.3 Identify information needs of external clients and any competing or conflicting interests including:**   * **Work out the audience for your message** * **Work out the best method to communicate to target audience/s** |
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| **PR1.4 Identify digital media communication needs to promote the organisation to clients including:**   * **Types of digital media** * **Etiquette for use of digital media** * **Marketing strategies for digital media** |
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| **PR1.5 Identify the following needs and considerations:**   * **Stakeholders needs** * **Legal and ethical considerations** * **Required resources** |
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| **PR1.6 Identify the financial implications including:**   * **Items/Resources** * **Costs** * **Source of investment** * **Return on investment** |
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| **PR1.7 Identify strategies to support the following PEST factors:**   * **Political** * **Economic** * **Social** * **Technological** |
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# PEST Analysis

Use to examine political, economic, social and technological factors.

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| **Political** | **Economic** |
| **Social** | **Technological** |

**SWOT Analysis**

Use to aid in any decision making process.

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| **Strengths (Internal)** | **Weaknesses (Internal)** |
| **Opportunities (External)** | **Threats (External)** |

# Financial Implications

Use to identify resources/costs associated with implementing your communication strategy and the return on investment, which is not always fiscal.

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| **Item/resource** | **Cost** | **Source** | **Return on investment** |
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# Digital Media

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| **Types of digital media** |  |
| **Etiquette for use of digital media** |  |
| **Marketing strategies for digital media** |  |

1. **Establish protocols**

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| **PR2.1 Identify processes and protocols, to ensure communication is suitable to external client context** |
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| **PR2.2 Develop processes and protocols for reviewing the communication strategy and client feedback** |
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| **PR2.3 Prepare information and resources to support the team to implement the protocols and strategy for external communications.** |
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1. **Implement communication strategy**

Attach a copy of your communication letter to clients below.