**Communication Concepts and Strategies**

A communications strategy is a strategy for reaching out to our intended audience. It specifies who we'll communicate with, why we'll communicate with them, how and when we'll communicate with them, what shape of communication the material should take, and which channels we should utilise to distribute it.

**1. What Is Your Communication Plan's Purpose?**

- A clear goal helps everyone stay on board. Ascertain that the proper individuals receive our message when they are ready and in the manner that we desire. Our communication goals should be to address the following questions: Who do I need to communicate with? Why am I trying to contact them? What will I say in my communications? How will I convey this message at the most effective moment for my audience (and for myself)? And what delivery channels am I utilising or may I use?

**2. With whom are you communicating (or who is your target audience), and what message do they require?**

- Customers, employees, and the media are examples of target audiences that change over time. Determine who needs to be informed about what is going on in our company. Every communication strategy is unique, but they should never be generic. Making an audience map that identifies important audiences and the messages they need to hear about our organisation or cause in order to take action is a fantastic idea.

**3. How will you deliver this message?**

- Our communications plan lays the groundwork for the company's outreach efforts, covering what needs to be communicated via social media, email marketing, blog entries, and video material on YouTube or Vimeo, among other channels. The more detailed our messaging (and graphics) are, even if it appears repeated, the higher our chances of getting people involved and taking action are, in my experience.

**4. Should This Communication Take Place Immediately or Later?**

- In order to be successful with communications, businesses must utilise them carefully and strategically. However, the importance of time is equally critical for effective communication. Our communications plan should identify when the message should be delivered, including whether it should be sent immediately or later. As we build our messaging and timing strategy, our communications staff should keep these factors in mind. In addition, I advocate establishing two equally successful strategies: one for the "here and now" and another for situations that may occur further down the line. Whatever occurs, a crisis communication strategy may help cushion the blow of unforeseen circumstances.

**5. Who will be in charge of communication?**

- External audiences should be spoken with by communications experts, and they should do so often during a crisis. Human resources departments, on the other hand, may need to explain changes to staff internally. Decide who will convey crucial messages after defining them. Define your target audience and concentrate on the information they require regarding the change. Provide information as soon as possible, but keep the message brief so that employees can readily comprehend it.

A strategic communications plan can assist us in communicating our message to the appropriate individuals at the right time. We can put up a good plan that will create greater success for our firm and achieve our targeted objectives in less time if we examine these five components.

**Reference:**

<https://www.forbes.com/sites/forbescommunicationscouncil/2021/06/22/five-components-of-a-successful-strategic-communications-plan/?sh=3b5507ce5813>