**Communication Concepts and Strategies**

A communications strategy is a plan for communicating with our target audience. It includes who we are talking to, why we are talking to them, how and when we will talk to them, what form of communication the content should take and what channels we should use to share it.

1. What Is the Purpose Of Your Communications Plan?

A clear purpose helps keep everyone on board. Make sure the right people hear our message when they are ready and in a way that we want them to hear it. Our communication objectives should be to answer these questions: Who do I need to reach? Why do I need to reach them? What will my communications say? How will I deliver this message at the time that will have the best impact on my audience (and for me)? And what channels am I using, or can I use for delivery?

2. Who Are You Communicating With (Or Who Is Your Target Audience) And What Message Do They Need To Hear?

Target audiences can vary from one time to another and may include our customers, employees or the media. Define who needs to hear what is happening in our organization. Every communications plan is different, but they should never be one-size-fits-all. It's a good idea to create an audience map that identifies key audiences and the messages they need to hear about our organization or cause in order for them to take action.

3. How Will This Message Be Communicated?

Our communications strategy provides the framework for the company's outreach activities, including what needs to get out there through communication channels like social media, email marketing, blog posts, video content on WeTube or Vimeo and so on. In my experience, the more specific we are with our messaging (and visuals) — even if it seems repetitive — the better our chances of getting people engaged and taking action are.

4. When Should This Communication Happen — Right Now Or Later On?

Organizations have to use their communications wisely and strategically in order to be successful with them. But the importance of timing is also important for communicating effectively. Our communications strategy should specify when the message should be communicated, including whether that's right now or later on. Our communications team should take these considerations into account as they develop our messaging and timing plan. In addition, I recommend developing two equally effective strategies: one for "now" and another that can be deployed in anticipation of events that might happen later down the road. A crisis communication plan helps cushion against unexpected turns of events, no matter what happens.

5. Who Will Be Responsible For The Communication?

Communications professionals should be the ones responsible for communicating with external audiences, and they should do so often during a crisis. However, human resources departments may also need to communicate internally about any changes that may affect employees. Define key messages, and then decide who will deliver them. Define the audience and focus on what they need to know about this change. Be sure to provide information in a timely way, but also keep the message concise so that employees can digest it easily.

A strategic communications plan can help we communicate our message to the right people at the most opportune time. By considering these five components, we can put together a solid strategy that could drive more success for our business and bring about our desired results in less time.

Reference:

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