

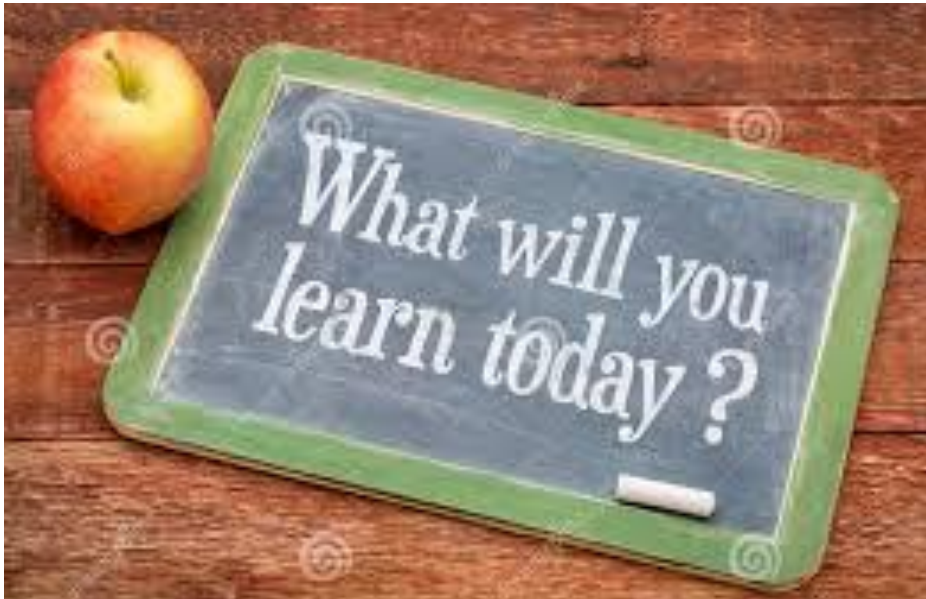
The Communication Plan

By Sophie Gruslin





Table of content



1. What is Communication?
2. The Communication Plan
 - a. Why do I need one?
 - b. What is it?
 - c. How?
 - d. Who's in the lead?
 - e. When should we do one?

What is communication?

Communication Types

V

What do you
think?

en

What is communication?

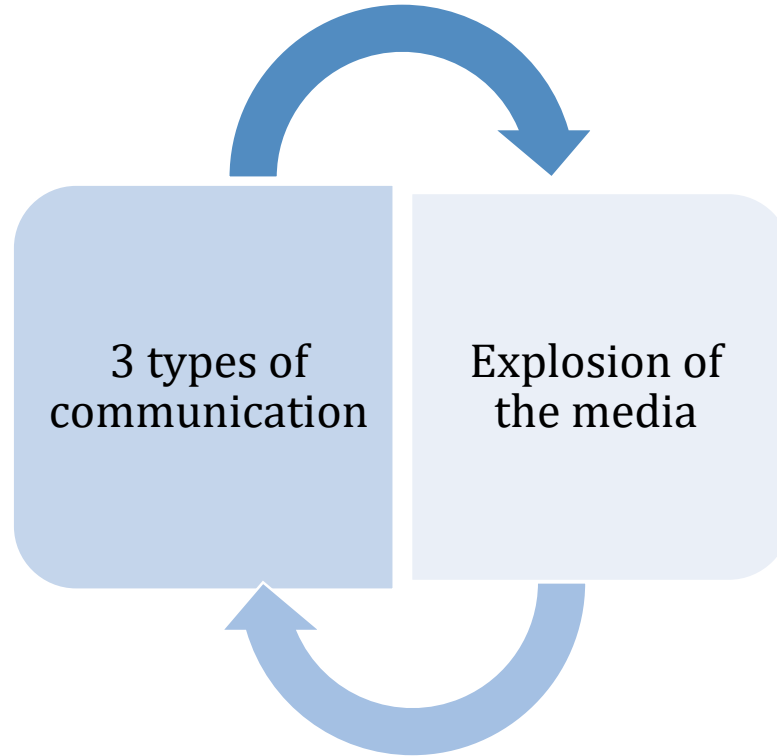
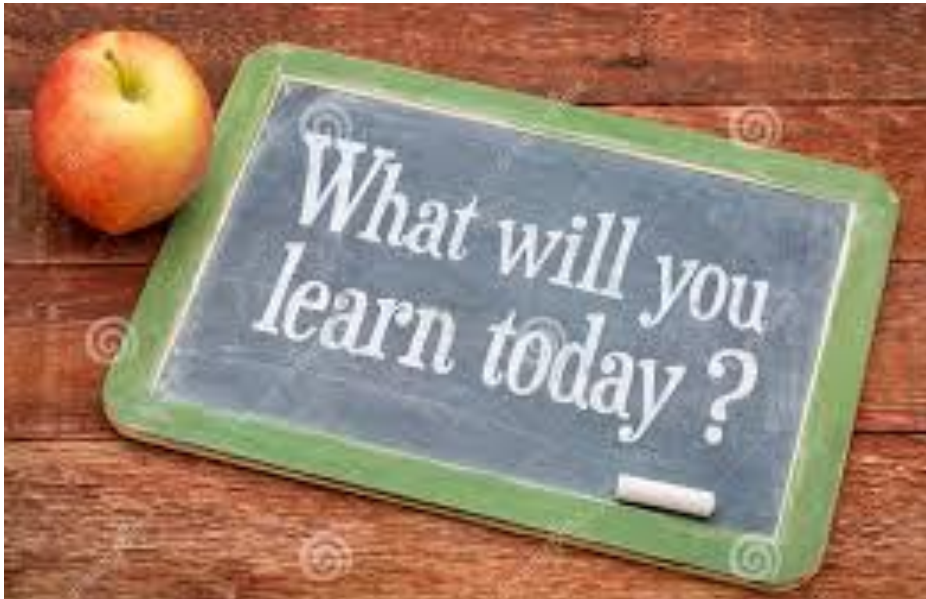


Table of content



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The Communication Plan

WHY?

Structure

- Help to structure the project and the messages

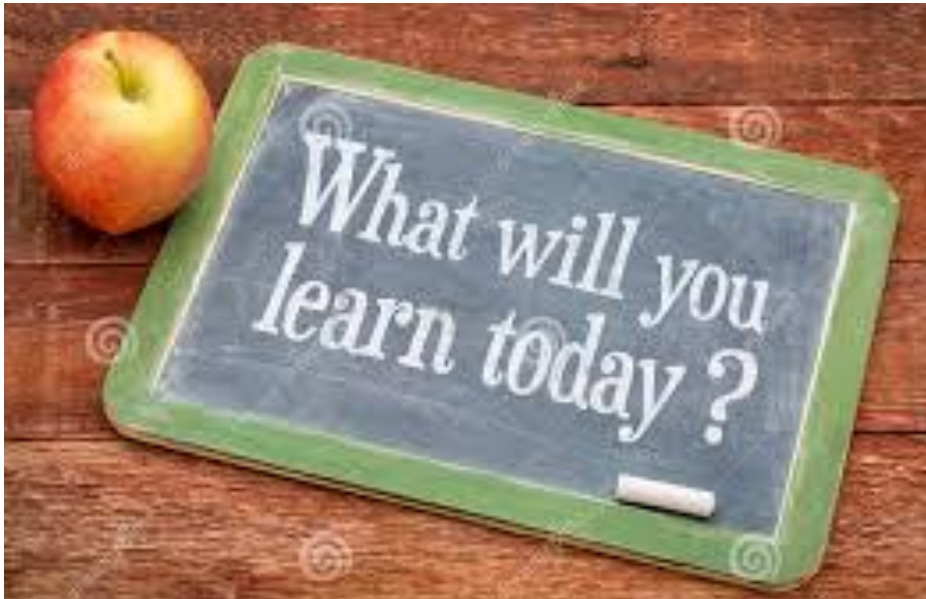
Visibility

- Help to create a good internal &/or external visibility of the project

Consistency

- Help to keep the consistency between the messages and the actions

Table of content



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The Communication Plan

WHAT?



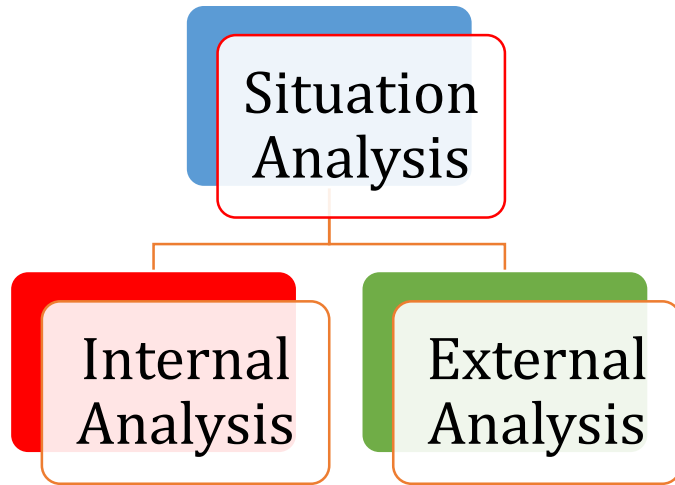
The Communication Plan

WHAT?



The Communication Plan

Situation Analysis



- Helps to identify:
- ✓ Project's Mission
 - ✓ Project's name
 - ✓ Project's USP

The Communication Plan

Goals

S

Specific

- State what you'll do
- Use action words

M

Measurable

- Provide a way to evaluate
- Use metrics or data targets

A

Achievable

- Within your scope
- Possible to accomplish, attainable

R

Relevant

- Makes sense within your job function
- Improves the business in some way

T

Time-bound

- State when you'll get it done
- Be specific on date or timeframe

The Communication Plan

Target Audience



The Communication Plan

Resources



The Communication Plan

Key Messages

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Key messages are the concepts that you want your audience to remember from your campaign. Carefully select the messages according to each target group and adapt them to the communication channel used!

“Our goal is to establish language that is gender-neutral, ethnic-neutral, and age-neutral, while celebrating our spirit of diversity.”

Key message

The most significant achievement of Oxfam's GROW campaign was securing policy changes on food and land from governments and corporations.

Secondary Message 1

Oxfam was able to influence global land policy with the World Bank and to a lesser extent with governments.

Secondary Message 2

The biggest challenge for Oxfam has been to engage with 50 million people with only 10% of this target reached.

Secondary Message 3

Oxfam needs to consider where it has successfully built support and coalitions and merge this into a global movement on food.

Supportive information

Public commitment secured from World Bank policy changes seen in 20 countries.

Supportive information

5 million people reached mainly through social media actions on specific issues.

Supportive information

Findings show that Oxfam still has yet to harness and coordinate the support built through different initiatives.

The Communication Plan

Channels of communications

Internal Communication

- Non-media communication
- Media communication

External communication

- Non-media communication
- Media communication

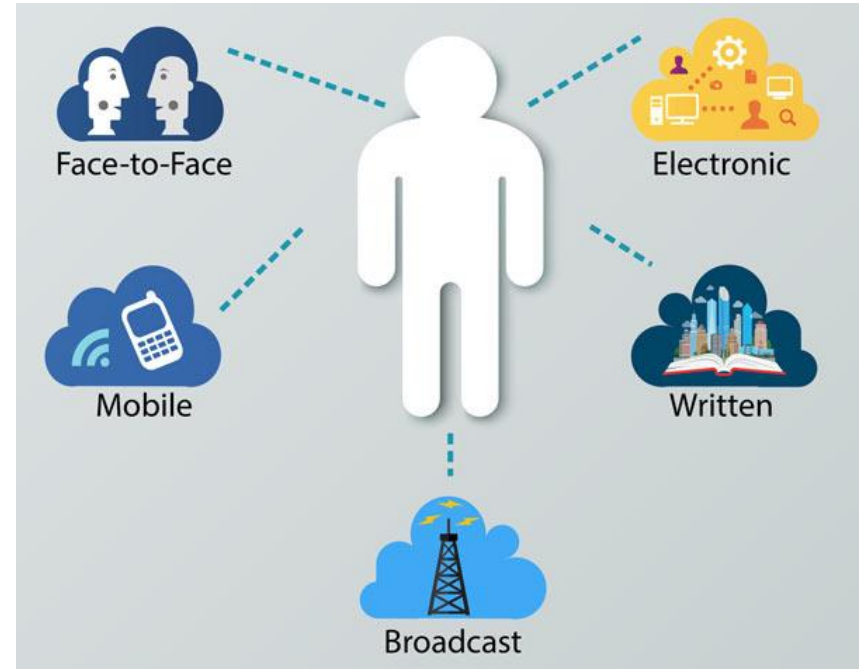


Find the right
media-mix for
your project!

The Communication Plan

Channels of communications

- ✓ What are my key activities ?
- ✓ Who is responsible for each activity?
- ✓ What are my resources ?
- ✓ Which media for which target group ?



- ✓ I remember I need to **adapt** the **style** of my communications accordingly
- ✓ I plan each communication on a timeline. Each line being a part of the puzzle

EVENT MARKETING TIMELINE

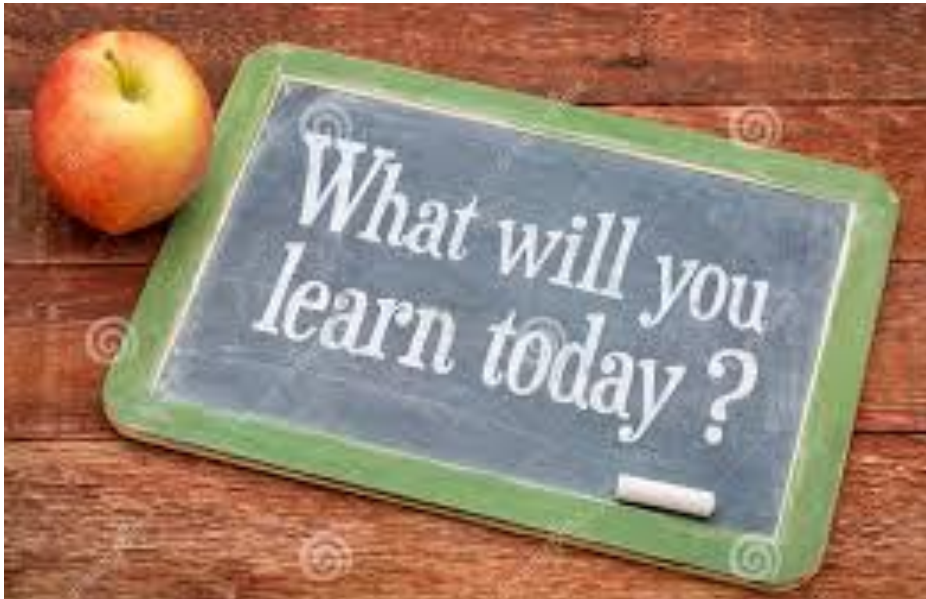
CAMPAIGN TYPE	ADDITIONAL INFO	PHASE ONE			PHASE TWO			PHASE THREE			PHASE FOUR		
		WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8	WEEK 9	WEEK 10	WEEK 11	WEEK 12
National Marketing													
Banner Ads													
Local Marketing													
Web Ads													
Public Relations													
Press Releases													
Webinars													
Content Marketing													
Sponsored Content													
Landing Page													
White Papers / ebooks													
Social Media													
Twitter													
Facebook													
Pinterest													
Instagram													
Google+													
LinkedIn													
Online													
Blog													
Website													
Mobile App													
Mobile Alerts													
Email Newsletter													
Web													
Development													
Pay-Per-Click Marketing													
SEO													
Market Research													
Surveys													
Impact Studies													

The Communication Plan

Budget



Table of content



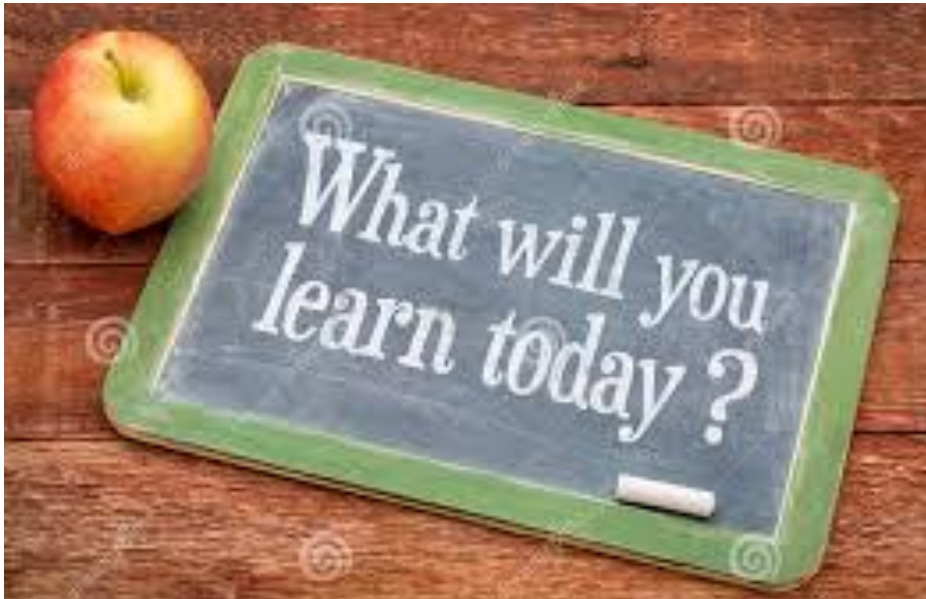
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HOW?



Table of content



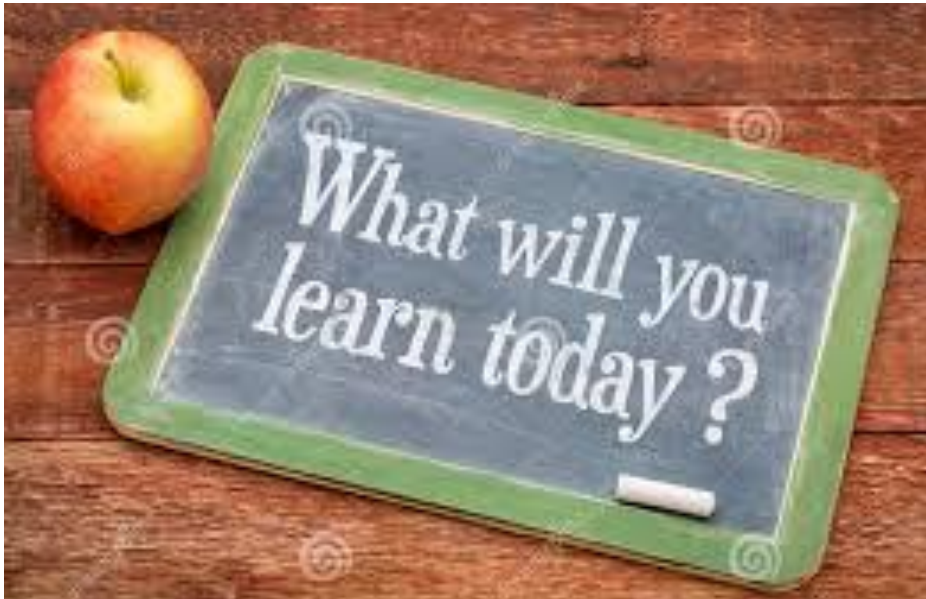
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WHO?



Table of content



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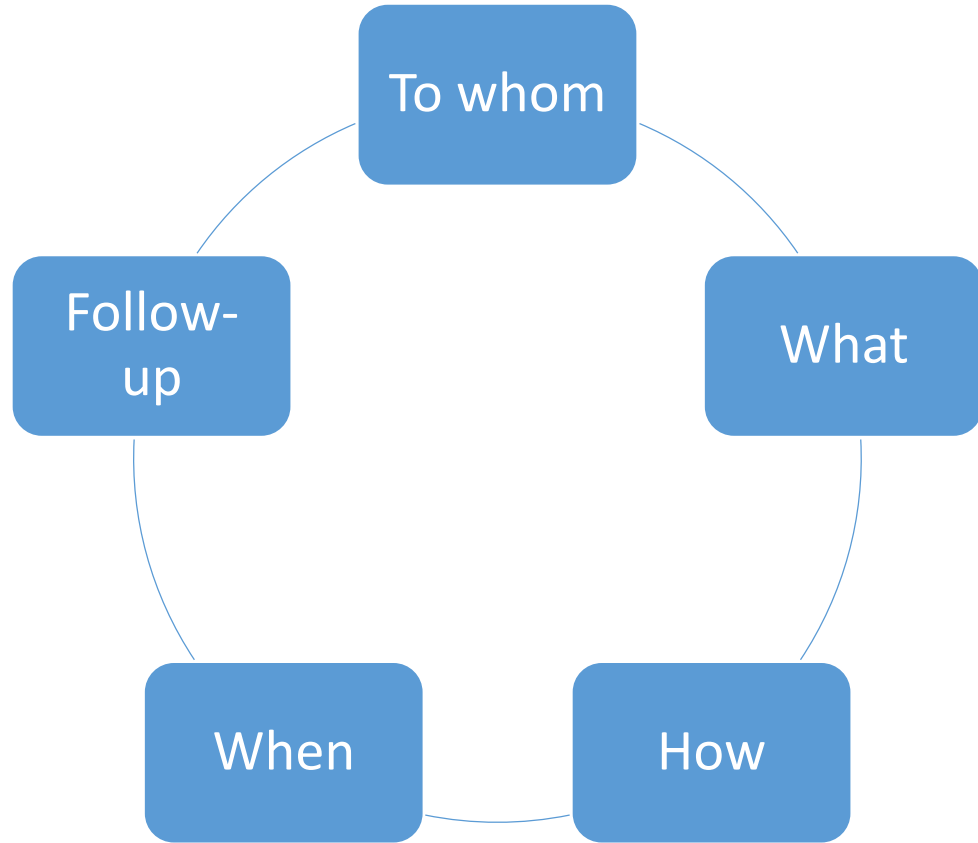
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WHEN?



COMMUNICATING IN ERASMUS+

What is expected?



TO WHOM

- ✓ In the own field of the beneficiary: learners/students, colleagues, peers, local authorities, similar organisations, networks
- ✓ At local, regional, national, European levels
- ✓ Decision makers
- ✓ Press and media, general public

WHAT

Concrete results

- An approach to solve a problem
- A practical tool: handbooks, curricula, e-learning tools
- Research reports, studies
- Good practices guides, case studies
- Evaluation reports
- Recognition certificates

Skills and personal experiences

- Knowledge & experience gained by participants
 - Increased skills or achievements
 - Improved cultural awareness
 - Better language skills
- Use of interviews, questionnaires, tests, observations, self-assessments mechanisms

Encourage participants to **share**

Meetings with stakeholders, information sessions, courses, online seminars, exhibitions, public events

Targeted **written** material: reports, articles in specialised press, newsletters, press releases, leaflets

European **platforms**: Erasmus+ Project Results Platform, eTwinning, School Education Gateway, EPALE

HOW

Audiovisual media: radio, TV, Youtube, video clips, podcasts

Translation of communication materials & project outputs

Websites, social media

Logos

WHEN

→ Fully part of the Erasmus+'s project

Before: set realistic targets/deadlines, detailed timetable of communication activities, share tasks, allocate appropriate resource and funding, identify potential target groups

During the project: contact relevant media, organise regular information activities, assess the impact, involve stakeholders, link to the Erasmus+ Project Platform

At the end: update the project description & upload the project results in the Erasmus+ Project Platform

After the project: continue dissemination, develop ideas and cooperation, evaluate achievements, contact policy-makers

FOLLOW-UP OF COMMUNICATION ACTIVITIES

- Figures related to the website: visits, updates
- Number of meetings with stakeholders
- Number of participants in information sessions
- Production/circulation of products
- Media coverage

- Visibility in the social media
- Participation in public events
- Link with existing networks
- Impact on policy measures
- Feed-back from participants/users

Let's Recap

Let's recap ...

Basic questions to consider:

- What's your purpose?
- Who's your audience?
- What communication channels will you use?
- How will you actually distribute your message

Three steps:

- Implement your action plan
- Evaluate your communication efforts & adjust your plan accordingly
- Keep at it!

And remember...

Communication drives the world!

