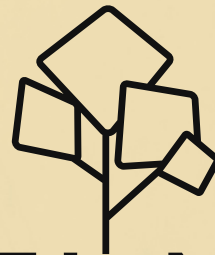


COMMUNICATION STRATEGY TEMPLATE



ELM
COMMUNICATIONS



Purpose:

Acknowledgement of the situation and how the organisation wants to deal with it at a high level.
Why is this issue/opportunity important?

Goals:

What are you setting out to achieve and how does it link to organisational goals.

Current environment:

This is the understanding of the context of the strategy. Identify and interpret what is happening in the environment the organisation, and the audience, operates in. Consider both the opportunities and risks.

Objective:

An objective is a precise, measurable statement that indicates the steps needed to achieve goals. Objectives deal with change, such as awareness, acceptance, understanding or action.

Messages:

The key information you need to get to your audience to meet the objectives.

Target audience:

The people who need to receive the messages to achieve the objectives. Consider not only the main audience (primary) but also the secondary audience, those who influence the primary audience.

Tactics:

Select the right channels to get the messages to the target audience to meet the objectives.

- Owned – Website, annual report, emails
- Interpersonal – Meetings, face-to-face visits, site visits, email, phone calls.
- Paid – Advertising, online placement.
- Social – Tweets, blogs, Facebook campaign, LinkedIn articles.
- Uncontrolled – Media releases, interviews, etc
- Events – Workshops, webinars, conferences
- Alliances – Other organisations/industry groups to work with.

Implementation:

This is all of the steps required to operationalise the strategy.

- The timeline of all steps – Development, planning and delivery.
- Resources needed – How many people, how long will it take them, skills needed.
- A budget if needed.
- Roles and responsibilities – Who will do what. What approvals will you need.

Evaluation:

- What did you do? What worked?
- Were the objectives met?
- What would you do differently next time?



**Need help with your strategy?
Contact Elm Communications.**

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