



# COMMUNICATION STRATEGY TEMPLATE

Elm Communications knows great communications is researched, planned and evidence-based. You can deliver value when you know what you are setting out to achieve, understand your audience, have consistent messaging, and understand how to measure your outcomes.

Sometimes, you just need a little inspiration to get started.

This template provides the basic requirements of a communication strategy and some hints on how to get started.

## **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 or strategy.

## **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, the internal and external factors.

Don't forget to check out the [PESTLE environmental analysis](#) template on the website.

## **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. Not a list of everything you need to say just the topline information you consistently need to get across.

## **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.
- Budget – how much will it cost?
- Roles and responsibilities – Who will do what? What approvals will you need?

## **EVALUATION**

A strategy is only good if you know if it worked. Evaluation is just as important as the creative delivery.

- Outputs – What did you do? Number of posts, media releases, meetings
- Outcomes – What worked? Engagement, sentiment, behaviour change
- Alignment – Were the objectives met?
- Lessons learnt – What would you do differently next time?

# CONTACT US

Elm Communications is always here to help.  
Please reach out for a chat.

Don't forget to check out the website for free  
resources and articles about  
communications, leadership and professional  
development.



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# CONNECT

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