

Communications planning

What's working well?

List all the communications that are working well and why. Look at whatever data you have available to you as well as your ideas and hunched about what's working.

What could be improved?

Do you need to have better engagement on social media with parents, set up a regular newsletter or learn a new platform to help you reach a different audience?

Overall, what would good look like in one year's time? In 3 months time?

Remember it's not about vanity metrics. It's about realistic targets, usually over a shorter period of time, to test and learn from.

Communications and digital audit

What have you got in your toolbox? Think about people, time (can you find an hour in a week to focus some attention on your plan?), digital tools and budget.

Which of your organisation's goals can communications most help you with in the next 12 or even 3 months?

Goal 1:

Communications SMART objective if you have one or communications tactic:

Goal 2:

Communications SMART objective if you have one or communications tactic:

Audiences:

Make a list of all the audiences and people you need to help you achieve your goals:

Goal:

Audience 1

Think:

Feel:

Do:

Some useful details about this audience:

Audience 2

Think:

Feel:

Do:

Some useful details about this audience:

Audience 3

Think:

Feel:

Do:

Some useful details about this audience:

(SMART) Comms objective or goal	Audience/s	Message	Tactics / channels	Resources including who	Schedule (How much, how often)	What does good look like? (Key metrics)