

## ELEMENTS OF A COMMUNICATIONS STRATEGY/PLAN

### 1. Outreach Goal(s)

### 2. Key Messages/Talking Points

### 3. Communications Matrix:

**Target Audiences** (prioritize based on interest vs. impact plot)

1. Identify key audiences
2. Why – describe why do we need to communicate with each audience; what hurdles could each audience create
3. Outcome – identify what do we want to happen once we've communicated with each audience
4. Preferences - what's best tactic/tool to reach each audience

**Communications Approach** (Tactics/Tools, Delivery Method, Products) – for example:

- One-on-one meetings
- Briefings
- Field trip
- Website
- FAQs
- Social Media
- Factsheets
- Media engagement – print/online & radio; press releases; exclusives
- Partner Newsletters
- Guest Opinions/Letters to the Editor
- Etc.

**Roles and Responsibilities**

**Timeline / Key Milestones**

Matrix example:

Audience	Why	Outcome	Tactic/Tool	Lead	Timeline