

Template communications and engagement plan

Background

- Summary of the project
- Organisational objectives – what does the project set out to achieve?
- Timescales for the project internal and external
- Briefly outline who is likely to be affected by this business objectives

Objectives (Note: these may change following initial insight and engagement work)

- How will communications and engagement support the organisational objectives?
- What outcome do we want to achieve?

Ensure that your objectives are SMART:

- **Specific:** Objectives should specify *what* you expect to achieve and *how* you expect to achieve the outcomes / deliverables. Consider the steps involved, the key priorities and the behaviours needed.
- **Measurable:** You should be able to measure whether the objective is met and how it has been achieved. Consider which partners might be useful in providing feedback.
- **Achievable:** Objectives should be stretching but realistic, appropriate to the activity and achievable.
- **Relevant:** Objectives should be selected based on priority and significance. They should relate to the communication activity and be aligned to overall business objectives.
- **Timely:** Objectives should include timescales (deadlines, frequency). Where objectives span a whole year, it is useful to set milestones so progress can be measured through the year.

Target audiences

- Who are your key audience groups?
- What insight is needed about your audience? What do you already know about them?
- How do you want to change their perceptions or behaviour?

Risks

- What are the organisational risks for the project?
- What are the communications and engagement risks for the project?

Key messages and narrative

- **Narrative:** what is the story? No longer than 2-3 paragraphs
- **Key messages:** what are your talking points? No more than 3-4 bullet points
- **Elevator pitch:** explain the story in 1-2 sentences

Actions

- **Public and patient engagement**
 - How will you gather insight and improve understanding?
 - Give clear examples of any public and patient engagement activity you will undertake i.e. focus groups, surveys, outreach events
- **Communications / promotional materials**
 - What materials do you need to communicate with your audiences? Do you need to consider accessibility issues?
 - Give examples of all materials and predicted costs i.e. banners, posters, leaflets, digital assets, films
- **Media**
 - What is your media handling plan?
 - Give examples of all media activity – both proactive and reactive i.e. press releases, Q&As, interview briefings, spokespeople, case studies
- **Social media and digital**
 - What type of digital activity are you planning?
 - Give examples of social media, including relevant channels, online media and digital advertising – i.e. organic social media, paid for social advertising, microsites, dedicated web pages and news content, blogs, programmatic advertising
- **Stakeholder engagement**
 - Who are your key stakeholders and how will you communicate with them?
 - Give examples of all stakeholder activity – i.e. stakeholder mapping, with priorities and allocated contacts, written briefings, face to face meetings, parliamentary events, stakeholder toolkits
- **Professional and clinical engagement**
 - What groups of staff do you need to communicate with and how will you do this?
 - Give examples of all engagement activity – i.e. using peer networks, identifying ambassadors, sourcing case studies, blogs, cascading through existing channels in partner organisations
- **CCG and Partnership internal communications**
 - What do you need to tell your internal audiences? When and how?
 - Give examples of all staff engagement, including relevant channels i.e. daily communications update, MD briefings, Team Talk

Evaluation

Reflecting on your objectives, how will you evaluate your communications activity?

- How can you prove you have met your objectives?
- What measurements do you need to benchmark before you start and after this activity?
- What perceptions or behaviour change do you need to monitor and how can you do this?
- What measurements can you use to demonstrate an impact on the business objectives?

Delivery tracker

Action	Tasks needed to complete action	Delivery date
Public and patient engagement		
<i>List each action i.e. hold a focus group for young people aged 16-18 years old to find out their use of CAHMS services</i>	<i>List all tasks needed for each action here i.e:</i> <ul style="list-style-type: none"> • <i>Develop questions for focus group</i> • <i>Recruit 20 young people aged 16-18 to attend focus group</i> 	
Communications materials		
Media handling		
Social media and digital		
Stakeholder engagement		
Professional and clinical engagement		
CCG and Partnership internal communications		