# Communications Plan Template

## Event Communications Plan Template

## Event Information

|  |  |
| --- | --- |
| **Event Name** |  |
| **Date of Event** |  |
| **Location of Event** |  |
| **Team Lead** |  |
| **Contact Information** |  |

### 1. Communication Objectives

***Tip****: List your objectives or goals, big and small, that you want to accomplish with the event. Below are some suggested prompts to get you started:*



* *Gain additional stakeholder support for your ConnectHomeUSA program.*
* *Enhance visibility of the program.*
* *Attract media attention to your program.*
* *Create community awareness of the event.*
* *Encourage the community and/or staff to take part in or attend the event.*

|  |  |
| --- | --- |
| Line | ***Objectives****: The objectives of this communication plan are to:* |
| *1.* |  |
| *2.* |  |
| *3.* |  |
| *4.* |  |
| *5.* |  |

### 2. Communication Tools and Strategies

***Tip****: An effective communication strategy is to link your communications objectives to your communication tools and strategies. Start by identifying the full universe of communication tools you have available. Then, identify the audience you want to reach (media, stakeholders, residents). Finally, identify the strategies you want to use. There are sample prompts to get you started. Use the charts below to identify the communication tools that will be used as part   
of this plan.*



| Available Communication Tools What methods of communication do you have available? | Yes/No |
| --- | --- |
| PHA website |  |
| Facebook |  |
| Twitter |  |
| Instagram |  |
| LinkedIn |  |
| Email blast |  |
| Newsletters |  |
| Direct mail |  |
| Flyers or posters |  |
| Committee meetings |  |
| Media or press releases |  |
| Online public events calendars |  |
| Online Paid advertising |  |
| Print paid advertising |  |
| Radio advertisements |  |
| Television advertisements |  |
| Bulk Text Messaging |  |
| Other - |  |
| Other - |  |
| Other - |  |

| **Communication Strategy** *What are your strategies to achieve your communication objectives?* | **Possible Communication Tool** *What tools help you achieve the strategy?* | **Objectives**  *Link back to your original objectives, what do you want to achieve?* |
| --- | --- | --- |
| *Develop a drumbeat of regular communication by using:* | * *Social media posts on Twitter, Facebook, Instagram, LinkedIn* * *Direct outreach to local organizations* | * *Create community awareness of the event* |
|  |  |  |
| *Highlight events and milestones to gain visibility by issuing:* | * *Press release* * *Invitations to local media* | * *Attract media attention to your program* |
|  |  |  |
| *Work with partners and stakeholders to activate their networks by sharing:* | * *Op-Eds* * *Press release* * *Sample social media posts* | * *Encourage the community and/or staff to take part in or attend the event* |
|  |  |  |

### 3. Target Audiences

***Tip:*** *List out who you want to reach with the messages about the event. Who are your audiences? List the communications tools that would be best for each audience.*

| **Audience Type** *Who do you want to reach?* | **Names** *Who are the specific people or organizations you want to reach?* | **Communication Tools** *What is the best way to reach this audience?* |
| --- | --- | --- |
| Local media outlets | *1.* |  |
|  | *2.* |  |
|  | *3.* |  |
| Local elected officials and policymakers | *1.* |  |
|  | *2.* |  |
|  | *3.* |  |
| National ConnectHomeUSA stakeholders/partners | *1.* |  |
|  | *2.* |  |
|  | *3.* |  |
| Community partners | *1.* |  |
|  | *2.* |  |
|  | *3.* |  |
| Potential funders | *1.* |  |
|  | *2.* |  |
|  | *3.* |  |
| HUD ConnectHomeUSA staff | *1.* |  |
|  | *2.* |  |
|  | *3.* |  |
| Residents | *1.* |  |
|  | *2.* |  |
|  | *3.* |  |

### 4. Communications Engagement Planner

***Tip****: These are the tools you will use to issue or amplify your messages. Map out the specific dates and times when you will release information. Use the suggested content below for inspiration and add additional columns for review dates or other project management needs. Reference the Media Toolkit and Convening Toolkit for additional information.*



| **Deliverable** *Identify your communication tool* | **Content/ Media** *What is the purpose of the outreach?* | **Target Audience** *Who will receive the message?* | **Objective** *Link back to your original objectives.* | **Comments** | **Project Manager** *Who will coordinate the full process?* | **Approvers** *Who needs to review the content?* | **Release Date** *When will content be released?* |
| --- | --- | --- | --- | --- | --- | --- | --- |
| *Press release* | *Announcement of event details* | *Media outlets* |  |  |  |  | *30 days before Event* |
| *Pitch Op-ed* | *Executive Director writes about need for digital inclusion* | *Newspaper* |  | *Raise awareness re: digital inclusion* |  |  | *30 days before Event* |
| *Social media posts* | *Photos, videos on Facebook, Instagram and Twitter* | *CHUSA stakeholders*  *Residents*  *Community partners* |  | *Choose branded hashtag for event, link to press release* |  |  | *25 days before Event* |
| *Email blast* | *Teaser blurb plus photo* | *Media outlets*  *Residents*  *CHUSA stakeholders*  *Residents*  *Community partners* |  |  |  |  | *20 days before Event* |
| *Publish Blog post* | *Perspective piece plus three photos* | *Media outlets*  *Community partners* |  |  |  |  | *20 days before Event* |
| *Radio interview* | *Context for program and event details* | *Local radio station* |  | *Interview with Executive Director* |  |  | *10 days before Event* |
| *Newspaper outreach* | *Pitching an exclusive* | *Top tier reporter* |  | *Interview with residents or Executive Director* |  |  | *20 days before Event* |
| *Post joint press release to website* | *Event details, speaker lineup, quotes from partners* | *All* |  | *Include press info for all partners* |  |  | *Day of Event* |
| *Email blast* | *Event details and agenda* | *All* |  |  |  |  | *Day of Event* |
| *Social media streaming* | *Stream event live on Instagram and Facebook* | *All* |  |  |  |  | *Day of Event* |
| *Social media promotion* | *Host a Tweet-up for residents* | *All* |  | *Ask for questions about CHUSA and answer via Twitter* |  |  | *Day of Event* |
| *Email blast* | *Recap* | *All* |  | *Recap of speakers, quotes, commitments* |  |  | *Day after Event* |

### 5. Success Metrics

***Tip****: Throughout the life of your ConnectHomeUSA program, you are likely to hold multiple events. Measuring your success will help you refine your communication strategy for future events. Before the event, identify what success will look like and establish goals. After the event, fill in the details about what actually took place. Reference the objectives you set and link them to quantifiable metrics when possible.*



|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Metric** *What needs to be measured?* | **Measured by** *How can it be measured?* | **Objective** *What does this link back to?* | **Goal** *What does success look like?* | **Actual** *What happened?* |
| *Smooth execution of internal and external communications* | *Adherence to the plan, meeting set deadlines* |  |  |  |
| *Connections with key stakeholders have been made* | *Email engagement, outreach to top stakeholders* |  |  |  |
| *High event participation* | *Sign-in sheet* |  |  |  |
| *Content engagement* | *Web traffic and clicks on website* |  |  |  |
| *Positive feedback received from stakeholders* | *Email engagement, qualitative calls* |  |  |  |
| *External media coverage/ interest* | *Media hits on social media platforms and website* |  |  |  |
| *Positive employee feedback* | *Informal conversations and surveys* |  |  |  |

