**(Product/Service) Communications Plan**

**Summary**

*Insert a one paragraph max summary of the overall project.*

**Audiences/Stakeholders**

*Who are you targeting?*

**Key objectives**

*Insert bullet points – for example….*

* To generate media coverage to promote the launch of the project
* To raise awareness of project in the local community
* Drive online bookings and increase participation by x%

**Key timings**

*Insert key timings (phases)*

1. Pre-launch (24th June – 26th July)
2. Launch (27th July – 31st July)
3. Ongoing (1st August – 30th August)

**Key Messages**

*Insert key messages that will be core to all Communications activity.
Include a* ***maximum*** *of five primary messages, a* ***maximum*** *of five stats (if available) and secondary message. If relevant, include social media key messages.*

**Primary messages**

**Key statistics**

**Secondary Messages**

**Communications strategy**

*What are the best method/channels of communicating with your audience(s)?*

*Outline the tactics to be used during the campaign:*

1. **Media** [press releases, local/national print, trade/consumer press, broadcast etc]
2. **Website** [topics, regularity of posts]
3. **Social Media** [topics, channels, include hashtag and partner details]
4. **Internal communications**
5. **Partner/industry communications**

**Audiences and key message**

|  |  |
| --- | --- |
| **Audience** | **Focus** |
| Parents | Consumer media; general awareness; Call To Action |
| Staff | Internal news; awareness |
| Community | Community newsletters, social clubs; general awareness – call to action. |
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**Plan out your messages in detail – use the communications calendar below.**

**Potential issues**

*To include any potential external/internal issues.*

Issue:

Response:

**Marketing collateral**

List any collateral to accompany campaign below

**Budget**

Provide a full breakdown of agreed budget here.

**Calendar: Tactics and activity**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Date** | **Audience** | **Opportunity** | **Channel** | **format** | **Messaging/info** | **Lead** | **Active** |
| xx | Adult swimmers | Feature on fitness | Community newsletter | Press release | Join in summer fitness, see our new classes | Who? |  |
| xx | Parents |  | facebook | Post | Enjoy some fitness time – adult swim sessions at the same time as learn to swim lessons – book online.. | who |  |
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