Organisation/Service
Communications Plan

NHS
Elect

Timespan

Last Updated: xxx

1. Purpose of document

This document sets out the strategic direction for the communication and engagement activities of XXXX for the period XXX – XXX.

This strategy will directly support the delivery of XXXX's strategic aims, which include:

- XXXX (strategic aims that are impacted by communications)
- XXXX
- XXXX

2. Background

Why is this strategy required?
What has led to this point so far?

3. Current situation

(a) SWOT analysis

Strengths	Weaknesses
• *What are the strengths of related communication and engagement activity right now?*	• *What are the weaknesses of related communication and engagement activity right now?*
Opportunities	**Threats**
• *What opportunities exist to improve communication and engagement activity?*	• *What are the potential threats to successful communication and engagement activity?*

(b) Key issues

What are the key issues coming from the above audit?
What do these really mean for the organisation/service?

4. Communication objectives

What are you looking to achieve through your communication and engagement activity?

The following objectives reflect both the strategic aims, and the key issues identified above:

(i)   Overall objective
       SMART indicators

(ii) XXX
       XXX

(iii) XXX
       XXX

(iv) XXX
       XXX

(v)   XXX
       XXX

5. Target audiences

All of the audiences that are relevant to XXX are shown below and Mendelow's power-interest matrix has been used to categorise each stakeholder according to their level of power and interest.

The matrix identifies high priority stakeholders (top right), which should be the focus for communication activity. Broad communication strategies for the remaining groups of stakeholders are also shown e.g. 'Keep Satisfied'.

High Power – Low Interest (Keep Satisfied)	High Power – High Interest (High Priority Stakeholders)
• *Which stakeholders have high power but low interest?*	• *Which stakeholders have high power and high interest?*
Low Power – Low Interest (Minimal Effort)	**Low Power – High Interest (Keep Informed)**
• *Which stakeholders have low power and low interest?*	• *Which stakeholders have low power but high interest?*

6. Communication tactics

This is where you will explain the tactics you will use to deliver each objective. Please be mindful of your different target audiences in this section and be sure to accommodate them e.g. to achieve one objective you may need to employ one tactic for target audience A, and another for target audience B.

Objectives	Tactics
(i) XXX	• *What communication and engagement tactics will you use to achieve the objective?*
(ii) XXX	• *What communication and engagement tactics will you use to achieve the objective?*
(iii) XXX	• *What communication and engagement tactics will you use to achieve the objective?*
(iv) XXX	• *What communication and engagement tactics will you use to achieve the objective?*
(v) XXX	• *What communication and engagement tactics will you use to achieve the objective?*

7. Communication principles

The following strategic communication principles should be adhered to throughout all activity (in addition to the Seven Cs of Communication: clear, concise, concrete, correct, coherent, complete, courteous):

- *What strategic principles do you want to guide you communication and engagement activity?*
- XXX
- XXX
- XXX
- XXX

8. Key messages

What are the messages that are fundamental to all activity?
How will these support the delivery of the objectives?
Will these messages be personalised for different stakeholders?

Message	Staff	GPs	X	X	X	X
	No	Yes				

9. Communication channels

Which communication channels will be used to deliver the tactics above?
How will they be delivered?
The following are example tools, though there may well be more (or less) that are appropriate.

(a) External channels

Tool	Action	*Patients*	GPs	*X*	*X*	*X*	*X*
What is the communication mechanism?	*How are you going to use it?*	*Yes*	*No*				
Website/Microsite							
Social Media							
Media Relations							
Advertising							
Stakeholder Newsletter							
Posters and Leaflets							
Corporate Publications							
Community Outreach							
Partner Communication							
Content Marketing							

(b)   Internal channels

Tool	Action	Admin	Clinical	X	X	X	X
What is the communication mechanism?	*How are you going to use it?*	*Yes*	*No*				
Internal Newsletter							
Staff Briefings							
Intranet							
Posters and Fliers							
Blogs							
Social Media							
Survey Monkey							
Yammer							

10. Budget

What is the overall budget?
Which of the proposed activity will incur costs?
With who will this money be spent?

- *Item, cost and potential supplier*
- XXX
- XXX
- XXX
- XXX

11. Evaluation

The success of this strategy should be assessed directly against the objectives and corresponding metrics identified in section 4.

The communication channels identified in section 9 should also be assessed independently through a range of methods, including:

- *Which metrics will be used to measure success? For example:*
- *Staff and stakeholder surveys*
- *Evaluation of media coverage (e.g. number, sentiment, reach etc)*
- *Website 'hits', site activity, and user satisfaction*
- *Social media analytics (e.g. engagements and impressions)*

12. Barriers to success

What are the potential obstacles to success at this stage?
How critical is each obstacle?
What can be done to overcome them?

Barrier	Solution
XXX	- XXX
XXX	- XXX
XXX	- XXX
XXX	- XXX

13. Action plan

What are your next steps?
What are the timescales?
This can work well in the form of a Gantt chart, but there are other ways to display this too that might be more appropriate.