

# Strategic Communications Plan

OVERVIEW	<p>A well-crafted and executed strategic communications plan can help raise public awareness of our mission and value to the community by engaging key target groups and shaping public perception.</p> <p><b>The 5 Borough Communications methodology is broken down into the following core components resulting in a fully developed strategic communications plan to drive all external and internal communications efforts for the year.</b></p>
COMPONENTS	<p><b>Situational Analysis.</b> A look at the external and internal environments that will guide our communication efforts.</p> <ul style="list-style-type: none"><li>▪ SWOT Analysis</li><li>▪ Review of current communication practices</li></ul> <p><b>Stakeholders &amp; Audience.</b> Exploration of all stakeholders and audience groups.</p> <ul style="list-style-type: none"><li>▪ Ranking of all target groups</li><li>▪ Identification of primary target groups</li><li>▪ Development of tailored messages</li><li>▪ Establishment of organizational communications guidelines &amp; practices</li></ul> <p><b>Engagement Strategy.</b> Review of all potential activities &amp; channels.</p> <ul style="list-style-type: none"><li>▪ Defining the best activities and channels against our select target groups</li><li>▪ Identification of where information is coming from to populate activities</li></ul> <p><b>Goal Development.</b> Introduction of the GOST model - <u>goals</u>, <u>objectives</u>, <u>strategy</u>, &amp; <u>tactics</u>.</p> <ul style="list-style-type: none"><li>▪ Review of common public relations goals</li><li>▪ Development of 5 primary annual goals</li></ul> <p><b>Content Management.</b> Develop a plan to organize all content activity against campaigns &amp; channels.</p> <ul style="list-style-type: none"><li>▪ Annual &amp; monthly planning calendar</li><li>▪ Social media calendar</li><li>▪ Ideas Journal</li><li>▪ Archives</li></ul> <p><b>Branding &amp; Assets.</b> Review of the organization's visual identity and assets.</p> <p><b>Crisis Communications Plan.</b> Risk assessment of potential crisis and the development of an Incident Response Team and management process.</p>

# Strategic Communications Plan

STRATEGIC COMMUNICATIONS PLAN										
Target Group	Message	Main Goal	Activity	Channels	Frequency	Info Reqs	Point Person	Time Frame	Feedback Measures	Defining Success
FEEDBACK MEASURES		Feedback measures will allow us to gain information on the activity's success to determine whether the right messaging was distributed to the right target group.								
DEFINING SUCCESS (METRICS)		Defining metrics will allow us to determine which campaigns and tactics were successful. This will ensure that once the communications activity is completed and we have received feedback, we can easily compare it to the requirements listed above and determine whether the activity was completed satisfactorily.								