***Set out your strategy by summarising your approach in this template*.**

When you complete sections 1 and 2 of the toolkit, you can use this downloadable template to summarise your findings and conclusions. For example, when you have worked through the guidance and template on ‘setting objectives’, you can record your final objectives here. You can type directly into the document.

In this way you are building a simple communications strategy that can not only guide your communications plan, but can also be shared with colleagues, stakeholders and even potential funders.

**Note:** If you need to refresh your work or understanding of the process around SWOT, objectives, audiences, etc, click the links throughout this document. They will take you to the appropriate guides and advice.

**Reviews and analysis**

What are the most significant political, economic, socio-cultural and technological factors that may affect your project?

What will you do to manage the risks and realise the opportunities of these factors?

Record the results of your [PEST](http://www.health.org.uk/commskit1-5) analysis in the box.

|  |
| --- |
|  |
|  |
| What are the most significant strengths, weaknesses, opportunities and threats for your project?  What will you do to manage the risks and realise the opportunities of these factors?  Record the results of your [SWOT](http://www.health.org.uk/commskit-1-5) exercise in the box. |
|  |
|  |

**Objectives**

Record your strategic [communications objectives](http://www.health.org.uk/commskit-1-7) in the boxes:

|  |
| --- |
| Objective 1: |
|  |
| Objective 2: |
|  |
| Objective 3: |
|  |
| Objective 4: |
|  |
| Objective 5: |
|  |

**Note:** aim for four, and no more than five, objectives.

**Priority audiences**   
  
  
Record your priority [target audiences:](http://www.health.org.uk/commskit-1-8)

|  |  |  |
| --- | --- | --- |
|  | Priority Audience | Notes |
| 1 |  |  |
| 2 |  |  |
| 3 |  |  |
| 4 |  |  |

**Note:** Aim for up to four, and no more than six, target audiences.

You can add extra rows if needed.



**Audience insight**   
  
  
Record the insights you have on your [target audiences](http://www.health.org.uk/commskit-2-2) – their needs, problems, interests and motivations – that will help to guide your communications with them:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Audience | Needs | Problems | Interests | Motivations |
| 1 |  |  |  |  |  |
| 2 |  |  |  |  |  |
| 3 |  |  |  |  |  |
| 4 |  |  |  |  |  |

**Note:** You can add extra rows if needed.

**Messages**   
  
What [messages](http://www.health.org.uk/commskit-2-3) will your audiences respond to? You can record your conclusions in the ‘message house’:



|  |  |  |
| --- | --- | --- |
| **Message House for** | | |
|  | | |
| **Overarching message(s)** What is the one thing you want all audiences to understand about your project? | | |
|  | | |
| **Audience 1** Core messages (up to 3) | **Audience 2**  Core messages (up to 3) | **Audience 3**  Core messages (up to 3) |
|  |  |  |
| Here you can add any relevant additional information. These can include brief proof points, killer facts, key insights for each audience or even – once you have completed the next step – the main channels you will use to communicate the messages. | | |
|  | | |

**Communications channels**   
  
Record the main [channels](http://www.health.org.uk/commskit-2-4) you are likely to use to reach your target audiences:

|  |  |  |
| --- | --- | --- |
|  | Channels | Notes |
| 1 |  |  |
| 2 |  |  |
| 3 |  |  |
| 4 |  |  |
| 5 |  |  |
| 6 |  |  |
| 7 |  |  |
| 8 |  |  |
| 9 |  |  |
| 10 |  |  |

**Note:** Add in as many channels as you need, in order to reach your identified audiences.

You can add extra rows if needed.

**Resources**   
  
Record the staff [resources](http://www.health.org.uk/commskit-1-3) you have to draw upon for your communications work:

|  |
| --- |
| In-house communications team: |
|  |
| Other communications expertise within your organisation: |
|  |
| Internal staff who will support your communications work: |
|  |
| Any external, additional, or specialist expertise you will need to access: |
|  |
| The budget you will require: |
|  |
|  |

**Evaluation and measuring impact**

|  |
| --- |
| Record here the ways you are going to track [progress](http://www.health.org.uk/commskit-1-6) to show your  project has achieved its aims and objectives? |
|  |
| What facts/figures/stories will you seek to gather to demonstrate that impact? |
|  |
| When will you review your communications activity and impact? |
|  |