**A Project Communications Plan Template**

Note: Please use the [Diocese of Sheffield’s Vision & Strategy for 2025](https://www.sheffield.anglican.org/our-diocese/who-we-are/purpose-vision-and-strategy/our-vision/) to inform your planning

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| 1 Introduction  Brief description of what the background to the project is and where it sits in the organisation. |  |
| 2 Strategic Alignment/ Context  How does this align with the strategy and help to deliver it? |  |
| 3 Objectives  What is the comms plan trying to achieve? Objectives must be SMART (Specific, Measurable, Achievable, Relevant, and Time-Bound) where possible. |  |
| 4 Audiences  What audience(s) are you targeting for this plan? What do you know about this audience and might this affect the way you communicate with them? |  |
| 5 Key communication  messages  What are the key communication messages you want to put across about this project/activity? |  |
| 6 How can the messages be communicated?  Identify the communication channels you will utilise to reach your audience eg: Printed letter, Facebook page, Website, Media release |  |

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| 7 Action Plan  Write an action plan that lays out the steps you will take. See example.  Resources | | **Action** | **Reason** | **Distribution channel** | **When** | **Lead** |
| *Record video interview with project lead* | *Explain what the project is and why we are doing it* | *Diocesan website*  *Ebulletin*  *Facebook* | *10 October 2024* | *John Smith* |
|  |  |  |  |  |
| 8 | **People**  Who will be needed to carry out this plan? |  | | | | |
|  | **Costs**  What finances will be needed? |  | | | | |
|  | **Time**  How long will each person be spending on the plan? |  | | | | |
| 9 Monitoring & Review  Who will monitor the plan and when? Setting clear dates will help to spot if the plan is off course and allow interventions to be made.  When will a more detailed review of the plan take place? At the of the project or annually? | |  | | | | |