

## Communications Plan

Throughout your project's process you will have important updates to communicate with people in the neighbourhood. This tool will help you create a plan to keep everyone informed about your progress and how they can participate.

### What are you saying?

Think about what you want people to know and remember. These will be what you focus on for every communication method.

*Our key message(s):*

### Why are you saying it?

What is the response or call to action you hope people will do after hearing your message? Examples include: attend your event, visit your website, complete a survey, etc.

*Our call to action:*

### Who will say it?

Be clear who is responsible for each communication method and reaching specific target audiences. If you are talking to the media, you probably want to designate someone to be the spokesperson.

*Our people responsible for communicating:*

### Who are you telling?

Write down the people you want to communicate with. Remember, people communicate in different ways, so it's important to be specific when trying to communicate with different groups of people in your neighbourhood. Specific target audiences might include:

- Particular streets or blocks
- Different age groups: children, youth, singles, families, seniors, etc.
- Cultural or faith groups
- Recreation clubs
- Single-family homes or multi-unit residential buildings

*Our target audiences:*

## How will you say it?

Decide on the appropriate ways to communicate by thinking about what will connect with the people you are trying to communicate with. Examples:

- Posters
- Door to door (conversations and/or leave flyers in the door)
- Social media: Facebook, Twitter, Instagram, Pinterest, Snapchat, etc.
- Website or blog
- Email
- Media stories: print, radio, tv
- Presentations, booths or handouts at existing neighbourhood events, gatherings or meetings
- Partner communications, such as a Neighbourhood Association newsletter
- Public meetings or events
- Advertising: print, online, billboards, social media, etc.

This is also the time to determine if you need to communicate in different languages or in alternative formats (e.g. large font, electronic version) in order to reach the specific groups you are hoping to communicate with.

*Our communication methods:*

## When will you say it?

Provide specific dates for communicating your message.

*Our communication timelines:*