

Communication Strategy Template

CONTEXT What is the political/social/cultural/economic environment that could influence your initiative

STRATEGIC CONSIDERATIONS What trends, potential strengths, weaknesses opportunities and threats are inherent in your initiative

OBJECTIVES What you are trying to achieve

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TARGET AUDIENCES – Who must you reach to achieve your objectives

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MESSAGES – What messages must you deliver to your target audiences to achieve your objectives

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TOOLS AND TACTICS – What approaches you will take to deliver your messages to your target audiences to achieve your objectives. Include a budget

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EVALUATION – Later on - Did your strategy work

