**Communications Plan Template:**

Remember to always stick to the SLSNZ Branding Guidelines and the Media and Social Media policies.

**Strategy:**

Objectives:

Target audience:

Positioning statement:

Desired action:

Actions to date:

**Communication Platforms:**

Website articles:

Email marketing:

Facebook:

Instagram:

Twitter:

Youtube:

**Messaging:**

Article topics to publish on your website:

Daily/weekly topics for social media:

Detail the topics you know will resonate with your target audiences

Key dates:

* Event name
* List the key messages around the event
* Details of anything the needs to happen that affects communications
* Include any events throughout the year the involve external audiences

**Campaigns:**

Campaigns should be launched across all platforms simultaneously. Articulate a clear start date and end date, select a powerful photo or video, and create a sense of urgency. Convey the impact of someone taking action.

Hype it up across social media using the same campaign image / message. Keep messaging daily about campaign progress, urging people to act or help spread the word. Once the campaign is over, report back honestly on how you did. And always thank everyone for participating, regardless of what the results were.

Some campaigns may include events, membership drive, and fundraisers.