

# Communications Plan

A roadmap to effectively share your business's Sustainability message.

## 01 Summary

Briefly explain what the purpose and main objectives of this plan are:

## 02 SWOT Analysis:

Strengths:

Weaknesses:

Opportunities:

Threats:

## 03 Objectives

Specific, measurable, achievable, relevant, & time-bound objectives. (SMART)

## 04 Target Audience

## 05 Key Messages:

Identify the core messages to convey:

## 06 Strategies:

Outline high-level strategies for achieving objectives.

## 07 Tactics

List specific tactics and activities to implement the strategies.



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**Budget &  
Resource**

# 09

**Timeline &  
Milestones**

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**Roles &  
Responsibilities**

Assign roles and responsibilities to team members.

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**Measurement &  
Evaluation**

**Key Performance Indicators (KPIs):**

**Data Sources:**

**Evaluation Methods:**

# 12

**Risk Analysis & Mitigation:**

Identify potential risks or challenges and strategies to address them.

# 13

**Contingency Plans**

Outline plans for unexpected situations.

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**Approval Process**

Details for approvals from stakeholders.

# 15

**Monitoring & Reporting**

Describe procedures for ongoing monitoring and regular reporting.

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**Appendices**

Materials that support the plan.

# Communications Plan Examples...

## 01 Summary

Briefly explain what the purpose and main objectives of this plan are:

'This plan aims to communicate ABC Corporation's sustainability efforts, including reducing carbon emissions and promoting ethical sourcing, to engage employees and customers and enhance brand reputation.'

## 02 SWOT Analysis:

**Strengths:** Strong commitment to sustainability, dedicated sustainability team.

**Weaknesses:** Limited awareness of sustainability initiatives among employees.

**Opportunities:** Increasing consumer demand for sustainable products.

**Threats:** Competitor's recent sustainability achievements.

## 03 Objectives

Specific, measurable, achievable, relevant, and time-bound objectives. (SMART)

1. **Increase employee awareness** of sustainability initiatives by 20% by the end of the year.
2. **Improve customer perception** of ABC Corporation's commitment to sustainability, resulting in a 15% increase in positive engagement within 6 months.

## 04 Target Audience

- **Primary Audience:**
  - Demographics: Employees, primarily aged 25-45, diverse backgrounds.
  - Psychographics: Environmentally conscious, tech-savvy.
  - Behaviors: Regularly engage in sustainable practices.
  - Communication Preferences: Prefer email updates and company meetings.
- **Secondary Audience** (if applicable):
  - Demographics: Customers, primarily aged 30-60, diverse backgrounds.
  - Psychographics: Value sustainable products, socially responsible.
  - Behaviors: Purchase sustainable products.
  - Communication Preferences: Prefer social media and newsletters.

## 05 Key Messages:

Identify the core messages to convey:

1. "Our Commitment to a Greener Future."
2. "Ethical Sourcing for a Better World."

## 06 Strategies:

Outline high-level strategies for achieving objectives.

1. **Engage employees** through internal campaigns and workshops.
2. **Increase customer awareness** through social media and email marketing.

## 07 Tactics

List specific tactics and activities to implement the strategies.

**Employee Engagement:** 2 hr Sustainability workshop. Fortnightly internal email updates.

**Customer Awareness:** Weekly Sustainability posts on social media. Monthly sustainability newsletter.



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## Budget & Resource

**Total Budget: £12,000**

- Personnel Costs: £4,800 (40%)
- Materials/Production Costs: £2,400 (20%)
- Advertising/Marketing Costs: £3,600 (30%)
- Other Costs: £1,200 (10%)

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## Timeline & Milestones

- **January - March:** Employee workshops and internal email updates.
- **April - June:** Customer social media posts and newsletter launch.

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## Roles & Responsibilities

### Employee Engagement:

- Sustainability Team: Workshop planning and execution.
- HR Department: Internal email communication.

### Customer Awareness:

- Marketing Team: Social media content and newsletter creation.

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## Measurement & Evaluation

### Key Performance Indicators (KPIs):

- Employee awareness survey results.
- Customer engagement analysis.

### Data Sources:

- Employee surveys.
- Social media analytics.

### Evaluation Methods:

- Employee survey analysis.
- Engagement analysis tools.

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## Risk Analysis & Mitigation:

### Risk: Low employee engagement.

#### Mitigation:

- Introduce incentives for participation in workshops.

### Risk: Customers don't pay attention.

#### Mitigation:

- Offer rewards for engaged customers.
- Make content more interesting.
- Listen to customer feedback to improve.

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## Contingency Plans

Outline plans for unexpected situations.

### Employee workshops disrupted.

- Response: Shift to virtual workshops.

### Dealing with Customer Backlash.

- Pause Communication
- Listen and Acknowledge
- Internal Review
- Fix Things
- Plan to Reconnect
- Talk to Unhappy Customers
- Restart Communication

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## Approval Process

Details for approvals from stakeholders.

- Approval from Sustainability Team and HR Department required for employee engagement.
- Marketing Team approval needed for customer awareness activities.

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## Monitoring & Reporting

- Monthly progress reports to be shared with relevant teams.
- Quarterly reviews and adjustments based on KPIs.

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## Appendices

- Employee engagement workshop materials.
- Sample social media content.