COMMUNICATIONS PLAN TEMPLATE

1. Identify your objectives: What do you want your communications activities to achieve?

2. Choose your target audiences: Who do want to talk to?

3. Design your key messages: What are the three main facts you want your audience to know about your country's work on trade?

4. Establish your time frame: Identify projects milestones that deserve communications and outreach activities:
   - DTIS/DTIS Update releases
   - Events (project launch, trade conference, etc.)
   - Donor meetings
   - Project results confirmed
   - Field visits
   - Stories of success

5. Select your communication methods: What format will you use to convey your messages:
   - Brochures
   - Website
   - Social media
   - Events / press conferences
   - News articles
   - Videos

6. Draft a budget: Remember you can include a communication line in your project budget to pay for printing, design, photographers and videographers.

7. Establish a workplan with clear deliverables and deadlines

8. Monitor the results and performance of your communications activities such as:
   - number of social media followers
   - media coverage following an event
   - number of views on videos
   - number of sessions on website