

COMMUNICATIONS PLANNING

Sample Communications Strategies and Tactics

- Online communications
 - Collaborative website (consider do you want a brochure website that simply presents information or a more interactive website)
 - Blog, twitter feeds, facebook or other social networking site
 - Don't forget to allocate resources (i.e. time, money, talent) to maintain and regularly update any online communications
- Branding
 - This could include collaborative personality attributes, logo (i.e. identity or symbol), wordmark (collaborative name in certain font with black & white and color options), color palette, fonts/typography, image guidelines and/or image library
 - For your logo, consider the following: Is it unique and memorable? Does it work in both black & white and color? Is it legible in small print? Will it fax clearly? How much empty space does it require around it?
 - Don't forget about developing a brand usage and/or style guide. These help to provide direction on how to apply the logo and maintain integrity of the brand.
- External communications
 - Collaborative materials (Overview/one-pagers, issue briefs, FAQ, business papers, volunteer cards
 - Collaborative swag/give-aways (pens, pencils, banner, picture board, tablecloth, key chains, pedometers, seed packets, food and/or growing guides, walking guides, recipe cards, water bottles, vitamin holders, wrist and head bands, buttons, Frisbees, hats, t-shirts, tote bag, flashlights, etc.)
- Messaging
 - Customized message framework based on audience or issue
 - Talking points for a specific issue or occasion
 - Message training for collaborative members
- Internal communications
 - Development of collaborative orientation packet and process
 - Feedback loops
 - Clarity on level of engagement internally (Information share, feedback/influence, decision making authority)

- Media engagement
 - Build relationships with reporters, producers, assignment editors and other key newsmakers
 - Develop a contact list of reporters
 - Develop a contact list of community and issue allies; provide message trainings
 - Hold a press conference
 - Conduct an editorial board meeting
 - Develop a press kit (consider including: background materials, press release, one pagers, speaker list, FAQ, photos/DVD, website information, business cards, swag, sticker on front of folder)