

Communication plan for political finance oversight institutions

Purpose

This document is part of the project initiation documentation and should be provided to your Project Board with the PID.

Planning document

Project title	
Project manager	
Project sponsor	
Key objectives	
Project messages	
Use the three boxes below to outline all the messages you will convey over the course of the project. Use annex 1 to think about the different communication channels available to you.	
<p>1. Content - what do you need your audience to <u>know</u>?</p> <p>Think about different points in the project – ie before when you might be information gathering, during and after implementation.</p>	<p><i>[What information are you sharing and with who (external and internal stakeholders including the project sponsor and project team)? Add as many messages as you need]</i></p> <p>1. <i>[Write what you are communicating here]</i></p> <p>2. <i>[Write your second message here]</i></p> <p><i>etc</i></p>
<p>2. Outcome - as a result of the communication what do you want your audience to <u>do</u>?</p> <p>This is how you will know your communication was effective.</p>	<p><i>[For example, are they supposed to provide you with data/feedback, or should they do nothing if the message is for information]</i></p> <p>1. <i>[Action from message one here]</i></p> <p>2. <i>[Action from message two here]</i></p> <p><i>etc</i></p>

Communications plan				
Once you have an idea of your messages, identify the audiences and channels you will use. This may require a conversation with your communications team.				
Date	Audience	Messages	Channels	Owner(s)
Have you added this communications plan to the communication output in your project plan?				
<input type="checkbox"/> Yes <input type="checkbox"/> No				

Annex 1 – Engagement channels

This list shows typical communications channels that may be open to you. Your own organisation may have particular channels you could add to this list.

Your communications channels

The methods that can be used to communicate with different audiences.

External	Internal
Website	Staff intranet
Promotional/informative email	Posters
Letter	Particular staff groups
Leaflets	All staff meetings
Posters	Email
Press release	Your Board meetings
Press launch/conference	Committee meetings
Articles in stakeholder publications	A workshop/event/debate
Promotion on stakeholder websites	Regular meetings with your stakeholders
Twitter or other social media	
Forums/message boards	
Your regular newsletter	
External conferences you are invited to attend	
Meetings with Ministers or other officials	
Other...	