**Communications Plan**

Based on OASIS communications planning approach

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| **Project, initiative or operation name:** |  | **Key delivery dates / milestones:** |  |
| **Force leads / key contacts:** |  |
| **Objectives** |
| **Brief overview of project, initiative or operation** *(detail the key operational or organisational outcomes it seeks to achieve):* |  |
| **Communications SMART objectives** *(detail what the communications activity is intending to achieve):* |   |
| **Audience insight** |
| **Who are the key audiences you need to reach** *(using available data, evidence and research detail who the communications are aimed at):* |  |
| **Audience insight** *(detail if you need to change or influence attitudes and behaviours to achieve the communications outcomes and what barriers may need to be overcome to achieve this)***:** |  |
| **Strategy and ideas** |
| **Implementation** *(detail proposition / messaging, channels and partners/influencers and map the phases of the implementation delivery and its tactics):* |  |
| **Start date:** |  |
| **End date:** |  |
| **Assets needed:***(What are we promoting, when can we expect them and where are they located?)* |  |
| **Scoring and evaluation** |
| **Outcomes** *(detail what is going to be monitored by way of outputs, outtakes, outcomes and impacts throughout the delivery of the communications plan):* |  |
| **Evaluation** *(Specify what will help to define success and how learnings from this work will be captured):* |  |