STRATEGIC COMMUNICATIONS PLAN

Project Name

VISION

Add trail network vision.

MISSION

Add trail network mission.

PROGRAM GOAL

Distill to one overarching goal that articulates what victory looks like and the reason this work matters right now.

E.g., “Build a regional trail network that connects counties and creates opportunities for economic development.”

COMMUNICATIONS OBJECTIVE

Maximum three, indicates changes in knowledge, attitude or behavior necessary to achieve goal. Be specific, including what you would see, hear or have in-hand that would indicate progress is being made.

- What barriers stand in the way of your success?
- What do people need to think or do for

AUDIENCE & MESSAGE CONCEPTS

Key Audiences (Max 3)	Persuasive Messages (One per audience)
Who is most affected by your work? Who has the most to gain? Who has the most to lose?	What do they already know, think, do?
Whose knowledge, attitude or behavior needs to change for you to be successful? How likely is it that they will be onboard?	What are the barriers preventing them from doing what you want them to do? What are the benefits to them if they do?
Who influences these audiences? Do you have access to these people?	What is the single most compelling thing you can say to motivate your audience? Is your message clear, consistent, credible and relevant?

COMMUNICATION STRATEGIES

Strategies	Channels, Tactics and Activities	KPIs
PAID (ads, sponsorships, etc.)	Identify specific channels (places/platforms where your audiences will receive your messages), tactics (broad ideas for outreach and	KPIs = Key performance indicators
EARNED (media, blogs, influencers, partners, etc.)	Questions to consider: Where/from whom does your audience get information? Who do they	What benchmarks can you measure?
SHARED (FB, Twitter, Youtube, Instagram, etc.)	Where does this audience spend most of its time? Where are they most likely to give you their attention?	Can you quantify behavior/engagement
OWNED (web, email, events, etc)	What activities can you pursue with resources available to reach your audience through these channels? What will be most effective	E.g., Increase media