

Tips for... Writing a communication plan



AT A MINIMUM, THE COMMUNICATION PLAN MUST...	THE QUESTION TO ASK	TIPS TO HELP YOU
... define the communication objectives by determining the aims of the communication strategy and the deliverables.	WHY are you communicating?	Some examples of objectives: report on the progress of a project, promote its impact, raise awareness among target groups, generate support and buy-in, become a recognized player in a particular fields, etc.
... identify the target audience in line with the chosen communication objectives. Define the key, priority messages for each target group.	WHO is the communication for?	Some examples of target groups: direct and indirect project beneficiaries, executives and opinion leaders, institutions, local authorities and organizations (ministries, public agencies, administrations), donors and other AFD partners, etc.
... outline the communication activities, tools and actions that will be used to achieve the set communication objectives.	WHAT are you using to communicate?	Some examples of tools and actions: printed materials, videos, photos, newsletters, social media, poster campaigns, etc. See practical guide Communication actions and tools .
... list the communication channels that will be used to achieve your objectives.	HOW are you communicating?	Online (internet, social networks, newsletters, mailing campaigns), printed materials (brochures, flyers, infographics), in the media (print, radio, TV), or through events, etc.
... specify the budget allocated to implementing the communication plan.	WHAT IS THE BUDGET for communication?	Allocate a budget in line with the objectives and deliverables of the communication plan. See the Budget practical guide .
... identify the human resources needed to implement the communication plan.	WHO CAN HELP YOU with your communication?	You can use your own resources or hire external service providers (specialist communications consultant, communications agency, photographer, etc.).
... establish a communication schedule .	WHEN are you communicating?	The communication plan must cover the duration of the project by prioritizing communication activities. The schedule for the communication plan must specify the dates when deliverables will be produced, event dates, etc.
... define indicators which can be used to assess the impact of your communication strategy.	HOW DO YOU ASSESS the impact of your communication plan?	Number of attendees at an event, interactions with social media posts, number of video views, number of views of a post, etc.