BASIC COMMUNICATIONS PLAN

**Overview – Community Coordinators to fill out**

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| **XX Community Plan** |
| **Objective of communication**list any specific action you want the reader to take, or affect you would like to have on the reader  |  |
| **Key Message(s)** |  |

**Communication skeleton**

|  |  |
| --- | --- |
| **Headline** (10 words or less) |  |
| **Sub headings and body copy**  |  |
| **Call to action** |  |

**How you’d like to get the message out there**

Note: This list is for you to indicate what you would like to do.

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| **Communication channels – please select those you think may apply** |
|  | **Community publications** |  | **Outdoor advertising** |
| [ ]  | School newsletters | [ ]  | Signs and Banners |
| [ ]  | Community newsletters | [ ]  | Public noticeboard content |
| [ ]  | Advertising – Community newsletters |
| [ ]  | Golden Plains Gazette article (can be requested but cannot be guaranteed) |
|  | **Media** |  | **Social** |
| [ ]  | Media release | [ ]  | Facebook |
| [ ]  | Media alert (generally an invite) | [ ]  | Twitter |
| [ ]  | Sound grab – Lead Coordinator | [ ]  | YouTube |
| [ ]  | Video clip – Lead Coordinator |  | **General** |
|  | **Website/s** | [ ]  | Brochure |
| [ ]  | Local community website | [ ]  | Booklet |
| [ ]  | Other organisations’ websites | [ ]  | Fact Sheet |
| [ ]  | Community events calendars | [ ]  | Flyer |
| [ ]  | Council Digital - events calendar  | [ ]  | Infographic |
|  |  | [ ]  | Poster |