BASIC COMMUNICATIONS PLAN

**Overview – Community Coordinators to fill out**

|  |  |
| --- | --- |
| **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.

|  |  |  |  |
| --- | --- | --- | --- |
| **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 |