



Template 6.1.3: Guidance to Develop Engagement and Communication Plan

Purpose

The Engagement and Communication Plan outlines who you are communicating and engaging with, the purpose and focus of the communication/engagement, the methods to be used, the frequency, and responsibility for communicating and engaging.

How to use it?

Guidance is provided below to assist you to complete the columns. Continually review your communication and engagement efforts, including feedback loops, to ensure your engagement and communication efforts are effective.

Who? Audience	Why? Purpose/change outcomes	What? Content and focus	How? Method and impact ⁶	When? Frequency/timeline	Who? Responsibility
<p>(see stakeholder mapping and analysis)</p> <p>Identify who you are communicating and engaging with</p> <ul style="list-style-type: none"> ▶ Individuals ▶ Groups ▶ Evolving networks and coalitions for change. <p><i>(Note: The identification of the different individuals and groups you are communicating with, i.e. your target audience, will influence your decisions regarding each of the questions in the columns to the right.)</i></p> <p>See Section 2: People's Needs Defining Change</p>	<p>Clarify the purpose of engagement and communication, i.e. to inform, consult, involve, collaborate or co-produce?</p> <p>Identify the 'purpose of the change' and associated 'outcomes': why is the 'change outcome' a reason for me to get involved? Is there a compelling vision for change? How will the change outcome inspire people to engage?</p> <p><i>(Note: The purpose of communication/engagement will determine the content and focus – see column to the right.)</i></p>	<p>Consider what will assist you to connect with people and help them to engage – how will you frame your message?</p> <p>Take into account what your 'audience' already knows.</p> <p>What do people need to know?</p> <p>What key focus/messages do you want to give?</p> <p>What issues are people already dealing with that will impact on their capacity to engage?</p>	<p>Consider how individuals or groups are currently engaged – what is working well? Utilise existing opportunities to communicate and engage.</p> <p>Identify the most appropriate method or means of communication, or engagement.</p> <p>Be clear on how people can get involved or get more information.</p> <p>Use the potential of social media to reach wider audiences and diverse groups.</p> <p>Address challenges to communication and engagement – tailor your message/language to meet the needs of particular groups.</p> <p>Consider accessibility issues for people with particular communication needs.</p> <p>Consider access including venue location and facilities for engagement events.</p>	<p>Consider the best time to share information and engage. Are there other competing issues that you need to be aware of?</p> <p>Be clear on frequency of communication.</p> <p>In setting timelines for a response be specific and open to feedback on what is realistic.</p> <p>How will ongoing communication and engagement be managed so that it is not a 'once-off' event?</p>	<p>Clarify and assign responsibility for communication – this may be an individual or group.</p> <p>Who is best placed to deliver the message? How can these individuals be supported in their role?</p> <p>Encourage personal responsibility for sharing information through networks and different media. Recognise that 'we all have the power to be change agents.'</p> <p>Clarify responsibility for engagement. How can this be shared? How can service users/citizens be involved?</p>

⁶ Link with local communications unit for guidance in relation to communication protocols/management of events

Template 6.1.3: Engagement and Communication Plan (continued)

TITLE OF PROJECT:

DATE:

VERSION:

LOCATION:

Who? Audience	Why? Purpose/change outcomes	What? Content and focus	How? Method and impact	When? Frequency/timeline	Who? Responsibility

Template 6.1.3: Engagement and Communication Plan (continued)

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