Communications plan

Name of the competence centre

# Summary from the communications strategy

Insert the summary from the communications strategy.

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1. Background

Describes the centre's activities (research focus, objectives, management, etc.). Describe how communications work is done, who does it and to what extent.

1. Current situation

Describes the starting point and specific phenomena to be addressed by communications work - from both an external and internal perspective.

* What is the starting point for your activities and communications work?
* What specific phenomena within the organisation might be of importance?
* What specific phenomena in the centre's surroundings could be of importance?
1. Communication objectives for financial year 202X

What do we want to achieve?

1. Priority target groups

Describes what we want to focus on during the financial year with our communications.

* Who are our priority target groups?
* How do they differ?
* What are their needs?
* What are their motivations?
* Where are they located?
* How aware are they vis-a-vis the organisation and subject area?
* How can they best be reached with information?
1. Message

Describe our messages to target audiences - what to say, to whom and how to say it.

* Main message/sub-message?
* How are messages tailored per target group? Internal vs. external?
* Important values?
1. Channel selection

Describes the channels we will use to reach our desired target groups

* How to reach the target groups?
* Which channels should we use?
* In-house channels via KTH and partners
* How should we use each channel?
1. Roles and resources

Note who the responsible communicator is and which school he/she belongs to, as well as the size of the communication resource.

1. Annual overview of communications activities

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **January**  | **February**  | **March** | **April**  | **May** |
| **Important events**  |  |  |  |  |  |
| For the organisation |  |  |  |  |  |
| In general  |  |  |  |  |  |
| **Communications activities** |  |  |  |  |  |
| Seminars/Workshops/Conferences |  |  |  |  |  |
| Website |  |  |  |  |  |
| Articles  |  |  |  |  |  |
| Newsletter  |  |  |  |  |  |
| Social media |  |  |  |  |  |

1. Division of responsibilities

Who does what linked to communications activities? Adapted according to organisation and partnership.

1. Budget

Fill in the budget for communications activities.

Appendix 1. SWOT analysis



Action plan:

Strengths:

Weaknesses:

Opportunities:

Threat:

Appendix 2. Objectives and strategy

|  |  |
| --- | --- |
| Objective | Strategy |
| We want to achieve… | By… |
| We want to achieve… | By… |
| We want to achieve... | By… |