



Mapping Success: 7 Steps to Strategic Communication Planning

DISCUSSION QUESTIONS

Describe your organization's communication in one word.

Why did you choose this word?

What is the greatest communication challenge/barrier for your organization?

What does successful strategic communication mean to you?

Has your organization ever had or attempted to have a communication plan? If yes, how has it gone?

DEFINING STRATEGIC COMMUNICATION

What is strategic communication?

- It strategically ties the _____ to the _____

Why is the purpose of a strategic communication plan?

Strategic Communication Planning Process

Research > Approach > Implement

RESEARCH

Step 1) Review _____

- What is the vision?
- What is the mission?
- Define your budget
- What plans are available to me?

Step 2) Conduct _____

- Evaluate all materials: print, social media, digital, in-person
- Strategic _____ analysis
- If needed, conduct _____ internally and externally

Step 3) Create _____

- Highlight overall findings from research
- Get feedback from co-workers

APPROACH

Step 4) Establish Strategic Approach

- Define internal and external _____
- Outline _____
- Narrow _____
- List _____
- Select _____

Within Strategic Approach, you may have _____

IMPLEMENT

Step 5) Form _____ Plan

- Rubber meets the road
- Tie back to _____
- Drill tactics into:
 - _____
 - Outputs
 - Outcomes
 - Timeframe (_____, Execute, Evaluate)
 - Dates

Step 6) Map Out _____

- _____ your time with timeframe and dates

Step 7) _____ & _____

- Hold the plan accountable, check evaluation metrics
- Constantly evolving
- Determine timeframe for repeating planning process

Strategic Communication Planning Timeline

~ 1 week per step

Step	Key participants	Meeting date	Deadline
1)			
2)			
3)			
4)			
5)			
6)			
7)			
Draft Plan			
Final Plan			

Step 4: Strategic Approach

VISION



MISSION



****POSITIONING****

<---- Brand Standards ---->

<---- Written Style Guide ---->



OBJECTIVES

EXTERNAL

INTERNAL



STRATEGIES



TARGET AUDIENCES



TACTICS (PROJECTS)



PLATFORMS

Social Media <----> Digital <----> Print <----> In-Person

Step 5: Action Plan

OBJECTIVE:

Strategy	Tactics/Projects	Activities	Outputs	Outcomes	Timeframe	Dates	
					Develop: Execute: Evaluate:		
					Develop: Execute: Evaluate:		
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						Develop: Execute: Evaluate:	
						Develop: Execute: Evaluate:	
						Develop: Execute: Evaluate:	
						Develop: Execute: Evaluate:	
						Develop: Execute: Evaluate:	

2016 Communications Timeline

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
JANUARY						1	2
	3	4	5	6	7	8	9
	10	11	12	13	14	15	16
	17	18	19	20	21	22	23
	24	25	26	27	28	29	30
FEBRUARY	31	1	2	3	4	5	6
	7	8	9	10	11	12	13
	14	15	16	17	18	19	20
	21	22	23	24	25	26	27
MARCH	28	29	1	2	3	4	5
	6	7	8	9	10	11	12
	13	14	15	16	17	18	19
	20	21	22	23	24	25	26
APRIL	27	28	29	30	31	1	2
	3	4	5	6	7	8	9
	10	11	12	13	14	15	16
	17	18	19	20	21	22	23
MAY	24	25	26	27	28	29	30
	1	2	3	4	5	6	7
	8	9	10	11	12	13	14
	15	16	17	18	19	20	21
JUNE	22	23	24	25	26	27	28
	29	30	31	1	2	3	4
	5	6	7	8	9	10	11
	12	13	14	15	16	17	18
	19	20	21	22	23	24	25
	26	27	28	29	30		

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7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
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30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
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JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER



Helping People, Changing Lives