

Communication toolkit

1. INTRODUCTION

A brief description of the service.

The current position e.g. low take up of service.

The purpose of the communication strategy.

2. CONTEXT

Link the communication strategy to the business plan / corporate plan / service priorities.

3. OBJECTIVES

What do you want to achieve through the planned communication? The aims for communicating will differ between groups. For example, you may be simply informing and updating, requesting direct involvement from partner organisations, or encouraging people to provide feedback. You can then tailor the message to suit each group.

Objectives need to be **SMART**:

Specific

Measurable

Achievable

Realistic

Time-bound

4. MESSAGE

What do you want to communicate? A clear message should form the basis of all communication. This will ensure the message is consistent wherever it is used (promotional material, press releases, telephone queries etc) and will avoid portraying a mixed message which will cause confusion.

You may be able to use key messages from national organisations relating to your area of work.

5. TARGET AUDIENCES

Who do you want to communicate with? Think of the different target groups of people that need to know about your project and why. e.g.

Internal

staff

partner organisations

External

children

young people

parents

professionals / practitioners

residents of specific locations
people with particular needs
general public etc.

6. INSIGHT

What do we know about the target audience that has an impact on the strategy?
What works / what doesn't work – based on communication activity in the past
e.g. are young people are more likely get information from a bus stop advert than a leaflet in a library?

7. METHODS / MATERIALS

What methods will you use to reach your groups?

There are a range of methods to consider. Some will be more suitable than others. You should consider using online media to support Barnet Council's drive to reduce printed material where appropriate.

- leaflets
- fact sheets
- posters, including Barnet owned 6 sheet sites and bus stops sites around the borough
- press - advertising / press releases in local press and newsletters
- internet including Barnet Online and partner organisation's websites
- intranet news / feature page
- Atrium plasma screens
- emails and messages in email signatures
- open days and events
- newsletters including Barnet First and First Team and partner organisations
- desktop promotion
- management / team meetings
- merchandise
- pull up display banners
- events / conferences
- local and national media (local press engagement could coincide with any national campaigns and then only through Barnet Press Office)

8. STAKEHOLDERS

Identify the people that have contact with your audience and can help you spread the message.

- Intermediaries
- Partners
- Other staff / teams

9. RESOURCES

List the resources required, including budget and personnel, to deliver the plan.

10. SCHEDULE

A schedule of planned communication activity with clear timescales.

11. EVALUATION

What was the outcome of the communication activity?
Were the objectives met?
What worked, what didn't and why?
Use this information when planning the next communication activity.

Communication Schedule

Audience	Message	Objective	Methods/ materials	Timescales
Internal staff	Standard service description and strapline	Ensure they understand and portray a consistent message to users	Team meetings Staff briefings Staff newsletter Fact sheet	By end of July 2009