

Communications plan for .....

Last updated/signature

## 1. Background

Background for the project:

Brief description of why the project/activity was initiated

Project objectives:

Brief account of the project's overall objectives

Special considerations/factors:

Any considerations should be mentioned here

## 2. Communication

Communications objectives

What do you want to achieve with the communication?

1. We want to help ensure that the project achieves its overall objectives by using communications as a tool.
2. Internally, the objective is to increase knowledge about ...
3. Externally, the objective is to increase knowledge about ... /achieve an understanding about UiB's intended position, etc.
4. The communications work must be carried out in line with UiB's overall strategy.

Communications challenges

List any special considerations

Target groups

Define main and subsidiary target groups.

Examples of target groups could be

Students

Employees

Specific academic groups

Business and industry

Politicians/decision-makers

City residents

Media

Etc.

## Message

The message can be changed throughout the process, and often has to be updated on an ongoing basis. The internal and external messages must correspond, but the timings of when they are released and what they emphasise should be adapted to suit the different target groups.

It is important to differentiate between strategic considerations that are discussed internally in the project and the message that needs to be communicated externally.

The target group is the deciding factor in how simple or in-depth the message can

be. The action plan shows what messages we have sent out, and which apply at any given time.

## Information text

Try to create a text that could form the basis for press information, websites, social media, internal info or verbal communication. This will have to be amended if the need arises.

## 3. Implementation and action plan

The action plan should be an overview of the communications measures you plan to implement. It should show what message and activity should take place, when and where, and indicate responsibility for the activity's implementation.

## Channels for communication:

Choose some channels according to what you think is most suitable for your target group.

## Other important clarifications:

Who is the spokesperson for the unit, project, event, etc.? Clarify contact information and where the target group can get information from