

# Communication Planning

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# What is *strategic* communication planning?

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- ❑ Planned communication
- ❑ Considers alternatives
- ❑ Justifies decisions
- ❑ Based on research
- ❑ Subject to evaluation
- ❑ Clearly defined goal



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# Nine steps of strategic communication planning

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## Formative Research

- Step 1: Analyzing the situation
- Step 2: Analyzing the organization
- Step 3: Analyzing the publics



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# What is public analysis?

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## Characteristics of a Public

- ❑ Distinguishable
- ❑ Homogeneous
- ❑ Important to your organization
- ❑ Large enough to matter
- ❑ Reachable



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# Nine steps of strategic public relations

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## Strategy

- ❑ Step 4: Establishing goals and objectives
- ❑ Step 5: Formulating actions and response strategies
- ❑ Step 6: Using effective communication



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# Nine steps of strategic public relations

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## Tactics

- Step 7: Choosing communication tactics
- Step 8: Implementing the strategic plan



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# Nine steps of strategic public relations

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## Evaluative research

- Step 9: Evaluating the outcome



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# Objectives

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- **Heart** of the Communication Plan
  
- 3 types
  - Awareness
  - Acceptance
  - Action



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# Awareness Objective

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- Centered on learning
  
- The target public know something after the communication plan that they did not know before.
  
- 3 types:
  - Exposure
  - Comprehension
  - Retention



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# Acceptance Objective

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- ❑ Attempts to change how people think or feel
- ❑ An attitude or acceptance can be defined as an evaluation of some object. “I love turkey” or “I dislike traffic” are examples of attitudes.
- ❑ The public relations action should alter the target public’s evaluation of a particular object.



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# Action Objective

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- Attempts to move people to do something
  
- 2 types:
  - opinion (verbal action)
  - behaviour (physical action)



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# Writing SMART objectives

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**S – specific**

**M– measurable**

**A – attainable**

**R – results-focused**

**T – timely**



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# Another way to think about it ...

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- ❑ What is the problem or opportunity?
- ❑ Who do you want to influence?
- ❑ What behaviour (awareness, acceptance, action) are you trying to influence?
- ❑ How will you know they've been influenced?
- ❑ How much change is required?
- ❑ By when?



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# Exercise: Your turn!

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- ❑ Consider your own situation, organization and public
- ❑ Write YOUR measurable objective!



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# Example - Awareness

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- To have an effect on awareness of Conestoga College students enrolled in the fundraising certificate program, specifically to improve comprehension of the benefits to them of joining Waterloo-Wellington Fundraising Executives as measured by 100% awareness indicators on a survey given after the campaign.



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# Example - Acceptance

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- To have an effect on acceptance, specifically that corporate donors will have a 15% increase in their approval of our budget plans, as measured by a survey taken before and after the campaign.



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# Example - Action

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- To have an effect on action, specifically to increase the number of young adults (18-24) in Waterloo Region who volunteer to the Volunteer Action Centre by 10% from December, 2008 to December, 2009.



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# Key Source

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## Strategic Planning for Public Relations

Ronald D. Smith,

Lawrence Erlbaum Publishers,

2<sup>nd</sup> edition, 2005

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