

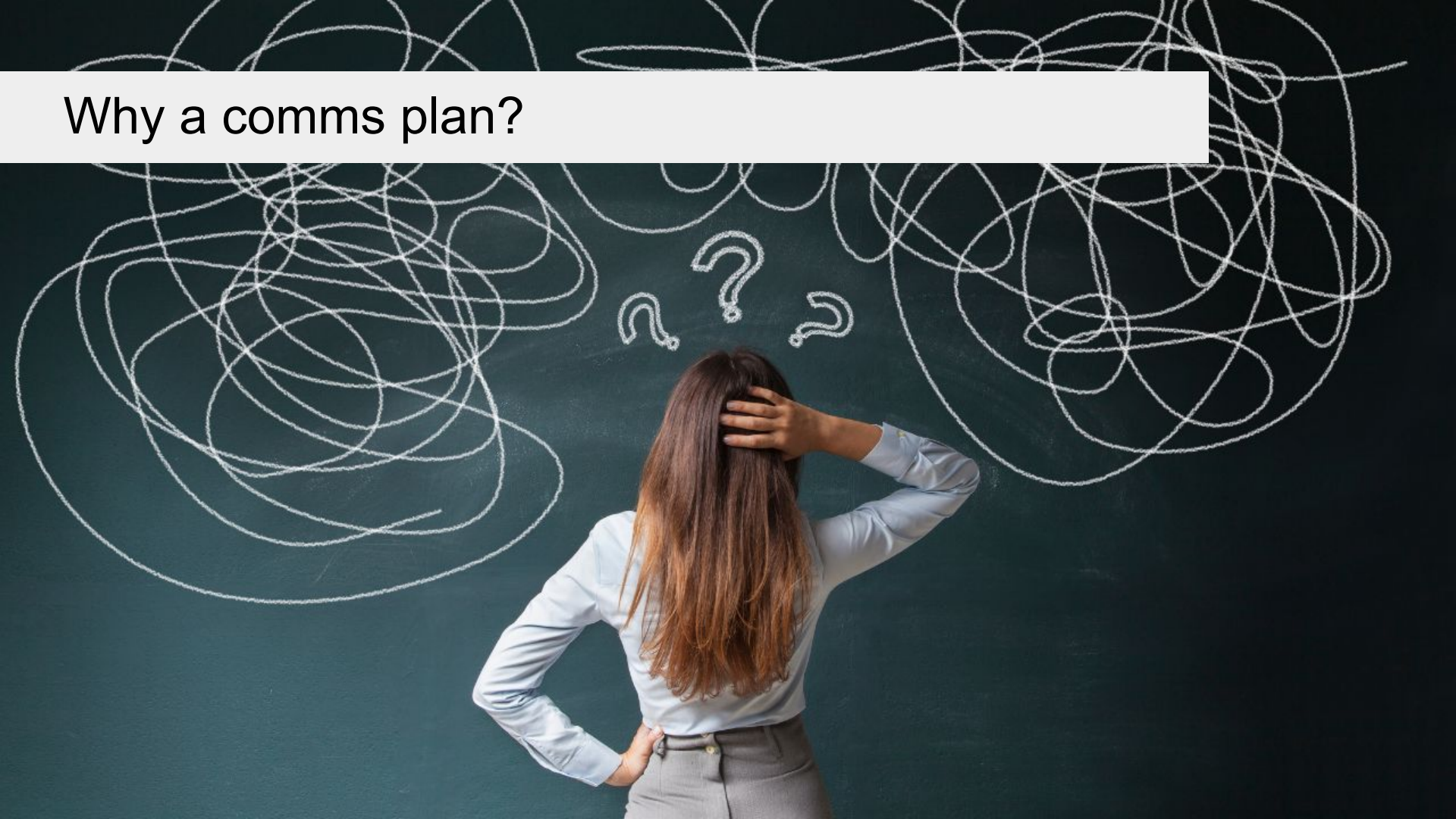
# Creating a Communications Plan

Jasmine Clark, CCF

# About Jasmine

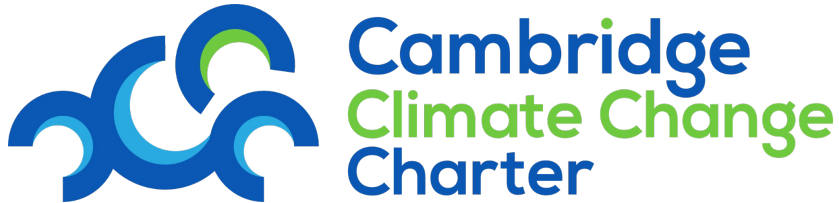
- Currently the Cambridge Climate Change Charter Project Coordinator, and was previously involved with CCF as their communications officer
- Also work for Cambridge Sustainable Food as their communications and media coordinator
- Background in Environmental Science and Human Geography
- Interested in inclusive climate action, sustainable food systems and lifestyles, and nature engagement

Why a comms plan?



# Cambridge Climate Change Charter: Project Overview

- Platform for individuals, businesses and organisations in Cambridgeshire to
  - Learn about climate change and climate emergency
  - Consider potential actions to reduce their carbon emissions, advised by our online carbon footprint calculator
  - Demonstrate their commitment to positive climate action by signing the Charter
- Initiated by Cambridge City Council
- Hosted on Cambridge Carbon Footprint website
- So far engaged with numerous individuals, businesses and organisations



<https://cambridgecarbonfootprint.org/charter/>

# Comms Plan: Aims

- WHAT does your project try to achieve?
- HOW can communication support your project's goals?



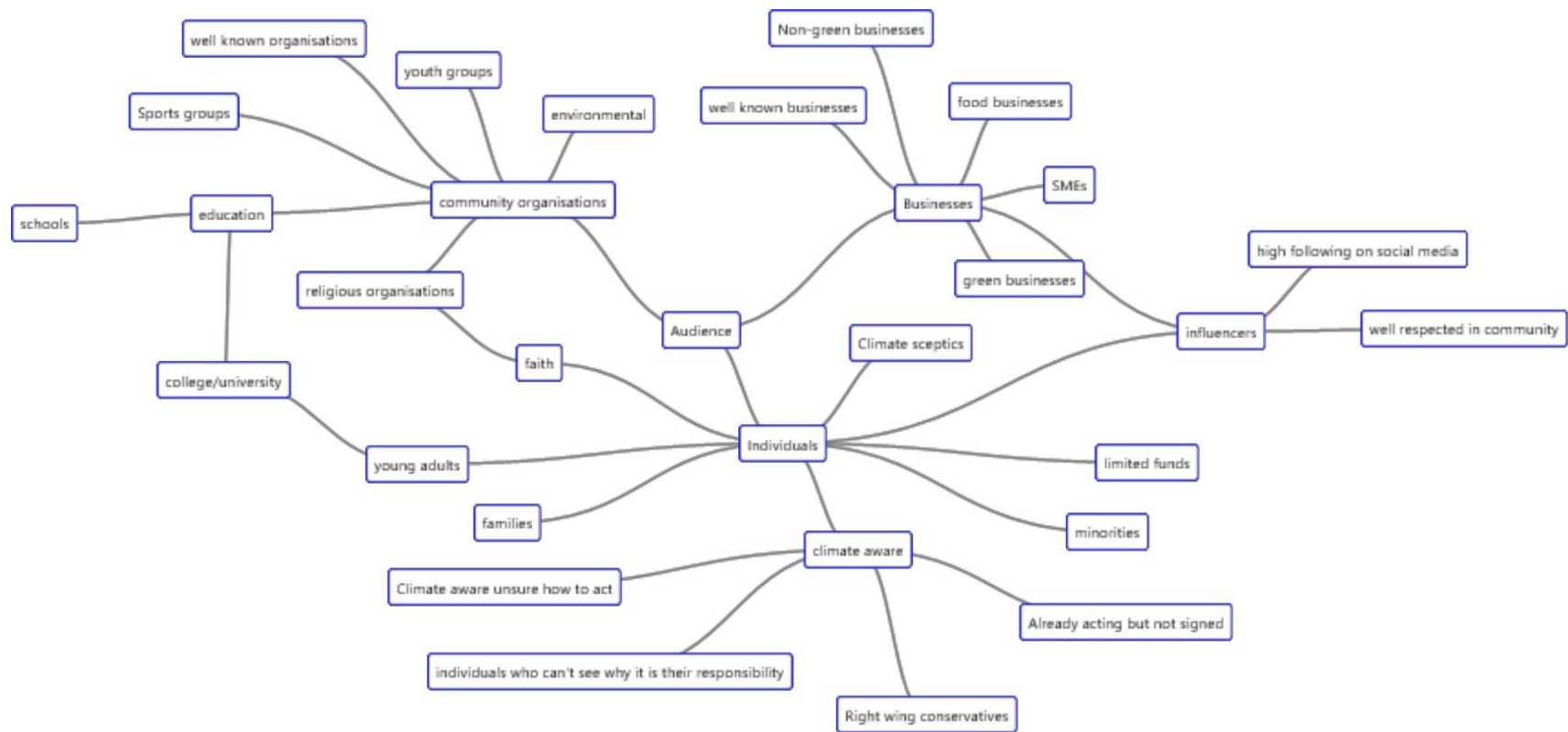
Key things to bear in mind:

- Try and limit your plan to one or two aims
- If you have more than one aim, establish one as the primary aim
- Keep the aims realistic and think about how you will measure success



# Comms Plan: Audience

- WHO do you need to reach in order to achieve your project's goal?
- Different audiences for different parts of your project
- Think about audience break down and potential pathways



# Comms Plan: Messaging

- WHAT are the key messages that you want to bring across?
- How do and will these messages resonate with your chosen audiences?
- Messages should be: targeted, precise, relevant, consistent
- Have a hierarchy of messages to help streamline your communications.



# Comms Plan: Channels

- Thinking about WHO you want to reach, you should decide WHAT might be the best way to reach them.
- Different audiences can be reached through different channels. Examples of channels:
  - Social media
  - Website
  - Your own newsletter
  - Other community newsletters or websites
  - Events
  - Media, such as print or local radio



# Approach and timeline

- Strategise how and when you will implement your communications plan

## Questions to help get you started:

- How will you get your messages out through your chosen channels?
- Is there any key dates you want to time communications around? What is the time period to meet your established aims?

Remember it's okay to adapt your communications plan if needed!