



EXTERNAL COMMUNICATION

ORGANISATIONAL DEVELOPMENT
INSTRUMENTS

COMMUNICATION PLAN

Please use this template to answer each question, so that you might have an outline of your communication plan. This template can be used both for the general plan of the organisation but also for specific projects/ programmes.

<p>Objective(s) Why do you communicate? No need to have SMART objective(s), but comprehensive.</p>	
<p>Target audience Whom you want to communicate to? It is good to have a separate plan for different target audience or to have in mind specific actions for different stakeholders.</p>	
<p>Key message What do you want to communicate? Write the essential message you want to transmit.</p>	
<p>Communication channels How/ where do you want to communicate? Write the channels that are most likely to be used (do not put for instance TV if you know this is impossible to be achieved).</p>	
<p>Communication activities What should you do in order to use the channels mentioned above? Put all activities into a monthly graphic.</p>	
<p>Budget (if needed) What is the budget for different activities? Add for each activity a specific budget.</p>	
<p>Monitoring and evaluation What are the key qualitative and quantitative indicators (for each activity or for the overall plan)? Who is in charge of monitoring the plan?</p>	

BRANDING STATEMENT

Please do this exercise preferably with more people from the organisation.

1. Fill in each space with a word/ short sentence that describes your organisation:

2. Now select only the top 3 words/ short sentence that best describe your organisation:

3. Now put all the above selected words in a sentence that makes sense (is clear) and can act as a statement for your organisation:

This could be the start of your brand statement!
Modify it, present it to other people, and get their feedback on it.

COMMUNICATION CHANNELS

Please see the table below and fill it in. Add rows and other channels if needed.

Communication external channel	% of usage (out of the total communications)	Frequency of usage (e.g. daily, monthly, etc.)	Type of information transmitted	How it can be improved (if needed)
Face-to-face				
TV				
Radio				
Written press (magazines, papers, etc.)				
E-mail				
Facebook				
Twitter				
Website				
Blog				
Instagram				
Pinterest				
LinkedIn				
EU portals (e.g. Eurodesk)				

ACCOUNTABILITY AND TRANSPARENCY

Please tick the boxes below as the practices in your organisation are into place

	We have	We do not have
Regular reporting (through any channels) to stakeholders and community on results		
Organisation has a website/ web page/ Facebook page where it posts aspects related to its activity		
Information publicly available on the organisation policies, strategies and operational activities (including parts of the strategic plan)		
Annual report published including financial information of the organisation		
The organisation has publicly available information on member selection processes, criteria		
The organisation has publicly available information on current members/ board members/ staff (with names/ position, contact information)		
The organisation publishes information related to financed projects, including financial overview of expenditures		

What else you can add into your communication practices so that the organisation can be more accountable to stakeholders?
