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## Communications plan template government of canada

Home » Organizing Tools: Institute of Media, Politics and Civil Society Most nonprofits have limited resources - both time and money. A strategic communications plan will help your team focus these resources on the most important tasks you need to accomplish to achieve your campaign or organizational goals. This resource will help you provide some of these tricks. Get ready; it doesn't answer as many questions as it asks about yours: - Situation Analysis: Organizational background - Situation Analysis: External or Public Environment - Campaign/Organizational Purpose and Key Goals - Communication Goals - Target Audience - Key Messages - Communication Strategies - Tactics to Reach Your Audience (s) - Timing - Timeline - Spokespersons Download PDF Categories: Business Government Has Changed Dramatically in Recent Years. Therefore, it is not surprising that the transformation of government operations, combined with an unprecedented increase in the expectations of citizens, has created extraordinary requirements for government communicators. Here's a round-up of the top 8 best practices in government communications to emerge - many come from the United Kingdom and are now thriving in the Canadian context: One Government, One Voice. Increasingly, governments and private sector organisations are recognising that in a crowded, bustling market it is vital to streamline communications to establish a strong identity and message. The model is codified in the government's newly updated Communications and Federal Identity Policy and adopted by governments around the world. Auditorium communications. The concept of audience-oriented communications has long been established as best practice, aimed at keeping communications experience (i.e. messaging and channel) focused on the needs of an audience member, as opposed to organizing. Applied in a governmental context, this translates to civic-centrifugal communications, a model in which citizens can have a user experience of accessing information. For example, instead of sag through multiple departmental websites, a citizen can access information that is relevant based on a self-confessed need, such as resources for the elderly or information for small businesses. Flexible communication teams. In recent years, the organizational structures of communication teams have radically transformed, in response to extraordinary changes in the media landscape. In the face of digital communications and unprecedented channel integration, traditional silos have been replaced by what is often referred to as a trading floor model in which employees deploy based on ability and area of interest, as opposed to a rigid role-playing structure. The approach to organizational design is very responsive and flexible, which is increasingly necessary as communication discipline evolves rapidly in response to changing audiences and growth This is what Deloitte University Press describes as a network of teams with a high degree of empowerment, strong communication and fast information flow. Digital and open by default. The Canadian government is adopting best practices informed by the ground-breaking strategic communications conducted by the UK government, now internationally recognised as pioneers in effective public sector communications practices (see the UK Government Communications Plan here for more details). The main principle of the model is the concept of digital default, that is, the development of tactics of communications and approaches throughout the Internet as the main channel, and not as an afterthought. That's the difference between releasing a news release and then posting it online and developing an approach to online communication, social media and offline communication channels such as events and performances in integrated form. Connecting to digital by default is a focus on government, which is open by default. This basic precondition was adopted by the Government of Canada (as formalized in ministerial mandate letters). This philosophy calls for the first assumption that information will be made public in the interests of transparency, as opposed to historical approaches in which openness was the exception of conscious choice in specific circumstances. Focus on dialogue and engagement. Increasingly, there is a shift in communications among public sector organisations. In particular, giving back from the traditional tell and sell model to a more collaborative and inclusive approach to promoting meaningful bi-social communication and engagement. This increased focus on dialogue and engagement is partly the result of social media's impact on changing communication expectations as a conversation. In addition, governments now recognize that trust is a necessary prerequisite for effective communication – and this requires new approaches to dialogue, engagement and openness. Canadian governments (including provincial governments) and abroad are moving toward using techniques such as civic panels, Google Hangouts, online deliberate dialogue and open houses as foundational elements of a communication model designed to increase relevance and trust through interaction. Driven by storylines. One of the most significant trends in strategic communications and marketing in public sector institutions is the use of content strategy. This approach entails identifying priority themes and narratives that are all about thanks to a concerted storytelling exercise. It follows the recognition that communicating everything - to report nothing - truly breakthrough communication results require a prudent emphasis on being economical with words and ideas. This model focuses on the possibilities of meaning, in which a thoughtful effort is made to create meaning for citizens by clustering various discrete elements in a cosy history. Storytelling has been identified as a leading trend in government communications. Delivery. Governments are now adopting delivery techniques to ensure effective implementation of priorities. Michael Barber's came up with the Delivery model (also known as Deliverology) aims to embed a flexible performance management system into large-scale organizations. The approach was created in the context of the UK government and was recently introduced by the Government of the Canadian Office of Privy Council. The focus is on government priorities through a recurring cycle of priorities, establishing accountability and metrics, monitoring operational performance and reporting progress. Delivery's approach to government operations relies heavily on strategic communications as a key factor, especially with regard to results-based operational and team communication. The basis of modern government operations is governance based on results. From the United Nations to the world's leading countries and canada's provincial/territorial and municipal governments, managing by indicators has become the undisputed gold standard of operational delivery. This approach requires active, strategic communication involvement at several levels: establishing the principle and communicating to tracked goals, sharing success stories, and lessons learned, and creating systems and processes to identify, track, and report metrics. For more information on best practices in government communications, check out this Bootcamp Strategic Communications Bootcamp presentation from a recent conversation at the Government of Canada Communications Community Office. You will not receive an answer to report a problem or error on this page. For inquiries, please contact us. Date of change: 2020-10-23 Communications Plan explains how the project team intends to communicate information about the project, event, publication, etc. Detailed communications plans are not developed for all projects. Only questions and answers, media lines or other communication products are often needed. For many projects, the project simply requires monitoring to identify problems that require communication products. A spokesperson for the communications sector can advise when a detailed communication plan is required. When and why do you write a communication plan? Communicating information to staff, customers, the public, etc. should not be haphazar. Project teams should include a communications sector representative in the project team in the early stages of project planning. The project team needs to identify all stakeholders (in advance), what information to share and how it will be shared. All project sensitivities, communication problems, opportunities and issues must be analyzed in advance so that the communication plan can solve them. A good communication plan will strengthen the delivery of projects and mitigate unnecessary problems. V.O. the team can ensure that the plan resolves all issues by involving all key stakeholders in its development and ensuring that all stakeholders are aware, and in agreement with how information about the project will be reported. Who writes the communication plan? The project team's contribution communication sector will recommend which products and activities are best suited to dosing project information, and write a communication plan for the team. Who will you contact for planning services? Executive director of the communications sector for the real estate branch. What communication measures or products can be used to share information about the project and who is responsible for developing them? As a rule, there are two types of communication activities and products: Products and activities that help meet the operational requirements of your project: the project team manages day communications of the project, such as internal correspondence, communication with suppliers and customers, etc. Other activities that can be undertaken include: Website: For large, long-term projects it may be helpful to have a website where information about the project can be posted. The site can be updated as the project progresses. The project team is responsible for writing content for the project website and getting approvals. Consultation: Major, complex or sensitive projects may require consultation with the public or staff to enable them to ask questions, review plans, etc. The project team is responsible for arranging these consultations, while the communications adviser will handle the delivery of information to the target audience. Products and measures to assist your project's policy and corporate communications requirements: The communications sector manages activities such as Q&A, public messaging, media releases, and media lines. The project team is responsible for providing the necessary information, and the communications sector is responsible for developing the material and obtaining all necessary approvals. Q&A: A collection of questions from the public, clients, employees, managers, media, etc. can ask, along with their answer. When we develop questions and answers, we ask ourselves: What information will be needed or wanted? What perceptions, concerns, or sensitivities can people have and what questions can they ask in response to them? Public notice: For projects that affect the public, such as lane closures on the bridge, the public must be made aware of any consequences in advance. Media release (and media phoner): Some projects will require a media release, i.e. large, complex or sensitive projects that affect the public or reach the general public interest. Forms, Samples, and Checklists Sample Table Communication Date Modified: 2019-11-06 2019-11-06