Community groups are fundamental to creating sustainable communities. People coming together to form a group helps to improve a community and aids social inclusion, alleviates exclusion, and increases the number of people directly involved in their community – all essential ingredients for any community striving to be sustainable.

**To involve people however, you need to communicate with your target audiences**

**Good community communication means:**
- Knowing WHO you are trying to communicate with (your audience)
- Knowing WHERE and HOW they may best be approached
- Knowing WHY you are communicating and WHAT message you are trying to convey

**Communication Tools:**

Community groups need to use a range of different communication channels to pass on information to the general public. These include using the media, creating leaflets, posters, adverts, flyers and newsletters, using social media, websites and through events and activities.

**Media**
The media (newspapers, TV, radio) can be a valuable tool in promoting projects. Cultivate the local papers and other journalists, provide ‘stories’ rather than announcements, add photographs, make sure you know when copy deadlines are.

**Paper based promotions**
Posters and flyers can be used to promote specific goods, services and events. They can also be used to promote your organisation. Leaflets and newsletters are often used to explain in more detail about what an organisation does and/or act as a ‘contact us’ form.

**Digital Communication**
Increasingly, digital media is becoming an effective way to communicate. YouTube, websites, Twitter, electronic newsletters such as e-zines, blogs and podcasts are increasingly popular and effective communication methods.

**Events & activities**
Putting on events or activities in your local community brings additional benefits – they are a community building exercise in themselves as they often bring different parts of a community together and can be used to recruit new members/volunteers. These face to face meetings offer genuine two-way communication.

**Regardless of the tool you use you need to:**

Get the audience’s interest either by providing information they want or through grabbing their attention. Convince the audience of your message & motivate the audience to act.

**Use the table overleaf to put together your community communication plan**

Adapted from Brighter Futures Together toolkit

Clarity Clear Solutions for Social Purpose Organisations is a registered CIC no 09147860
Community Communication Plan

Your Target Audiences
List the type of people you want to communicate with by age, occupation or location, interest etc. For example: parents accessing a pre-school in Torbay.

Where do they access information or hang out?
i.e. in the local paper or go online or at the library.

Why do you want to communicate with them?
What audience action do you want to see as a result?

What message are you trying to communicate?
Consider the use of appropriate language; the pictures you use and the style. Is it accessible to all?

How often and when is the best time for your communication?
i.e. on a regular basis, before an event, or after a meeting?

What resources do you have or need to implement a great communication campaign?
Who is going to be responsible for your comms and who do you know who can help?

Use a separate piece of paper to sketch out your Communication Plan - use the headings from the top row:

<table>
<thead>
<tr>
<th>Target audience: Who we want to inform?</th>
<th>Key messages: What we want to tell them?</th>
<th>Communication methods: How we are going to tell them?</th>
<th>Who is responsible for doing it?</th>
<th>Deadline: When this needs to happen?</th>
</tr>
</thead>
<tbody>
<tr>
<td>e.g. Parents of young children</td>
<td>e.g. Times of parenting sessions</td>
<td>e.g. In a printed leaflet through Facebook</td>
<td>e.g. Admin volunteer</td>
<td>e.g. Leaflet at start of course Facebook reminder the day before each session</td>
</tr>
<tr>
<td>e.g. Funder</td>
<td>e.g. About the project outcomes</td>
<td>e.g. Through project reports - Through short video</td>
<td>e.g. Project lead</td>
<td>e.g. At six months into project and at end of project</td>
</tr>
</tbody>
</table>

This work sheet is in a series of organisational development activities aimed at organisations with a social purpose that can be completed in under an hour. For more Clarity and support on any of the issues covered visit: www.claritycic.org Email: info@claritycic.org Tel: 01363 860151