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| A close up of a logo  Description automatically generated |
| **NCCPE Communications/Campaign Plan****Guided Template** |

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| Project /Service: |  |
| Key Dates: |  |
| Project Budget: |  |
| Project lead: |  |

## **Background**

Write a brief description of the service/project that requires communication support, including any links to further information.

## **Objectives**

Think about what you are hoping to achieve through your communications campaign.

Come up with a few SMART objectives (Specific, Measurable, Attainable, Relevant, Time-bound) to help guide your communications activity - eg. ‘50 delegates signing up with early bird offer by 30 Jan’

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| **To achieve:** |
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## **Audience**

Who are you hoping to reach with your communications? Knowing your audience will help you to write your content and choose comms channels that will effectively reach the groups you are targeting.

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## **Channels**

Now think about how you are going to reach your audiences – this could be through NCCPE channels alone, using partner or other sector channels, or a mixture.

Consider:

* Where are your audience already ‘hanging out’? What communication channels are they already using? E.g. Academics are often signed up to Jisc mailing lists for their fields; The PEP Network LinkedIn group is used by PEPs of various levels of experience.
* Who is already talking to your audiences? Which organisations are they working with, or do they have a trusted relationship with? Could you reach your audience via their channels? E.g. many community organisations work with their local volunteering organisations, such as Voscur in Bristol; ARMA is a membership organisation for professional services staff supporting research.

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**Here is a brief outline of the main NCCPE comms channels, who they reach and what they are best used for:**

| **Channel**  | **Sub-channel/****content type** | **Audiences** | **What to use it for** |
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| Website  | News article | Public engagement professionals, HE senior leaders, funders, policy makers, engaged researchers, non-HE orgs  | A formal announcement; factual, not opinion pieces; timely content centred around an opportunity, call to action, sector development or new resource. |
| Blog | Public engagement professionals, funders, policy makers, engaged researchers, non-HE orgs  | A reflective or opinion piece, sharing personal perspectives. Warm, personal, more informal style. Should invite further discussion by ending with a call to action. |
| Case study | Public engagement professionals, engaged researchers, non-HE orgs  | Narrative accounts of work, sharing and informing inspiring practice. Descriptive account of the work, showcasing success but with honest and transparent insights into challenges.  |
| Mailing lists | Monthly newsletter | Public engagement professionals, HE senior leaders, funders, policy makers, engaged researchers, non-HE orgs  | Sharing opportunities, calls to action, sector developments or new resources. Content from external organisations and partners also shared. |
| PEP Network newsletter | Public Engagement Professionals in HEIs, or working closely with researchers | Sharing examples of engagement practice; sharing sector updates that impact PEP roles; seeking input from PEP roles. Ideally content should come from PEPs themselves |
| Social Media  | LinkedIn | Public engagement professionals, HE senior leaders, funders, policy makers, engaged researchers, non-HE orgs  | Signposting to new website content; alerts and reminders of opportunities; sharing partner content; sharing NCCPE content and inviting discussion |
| Facebook | Public engagement professionals, funders, policy makers, engaged researchers, non-HE orgs  | Signposting to new website content; alerts and reminders of opportunities; sharing partner content. |
| PEP Network LinkedIn group | Public Engagement Professionals in HEIs, or working closely with researchers  | Sharing examples of practice; sharing sector updates that impact PEP roles; inviting discussions; facilitating peer learning and support |

Other channels that could be used include:

* Partner channels, e.g. WonkHE editorial pieces; ARMA newsletter
* Paid opportunities, e.g. Digital ads /Google Adwords; sector media (Times HE, WonkHE); boosted social media posts; digital notice boards

Use the knowledge you have about your audience (or organisations who are already talking to your audience) to identify other channels you might like to use.

## **Key messaging**

It is useful to pull out the main things you want to say in your comms activity – the important messages that will help you to achieve your objectives. E.g. ‘The Early Bird price ends on 3rd December’; ‘The headline learning from this report was that community engagement takes time’.

Think about the ‘hooks’ that your audience will find interesting and relevant, i.e. how can your content be written in a way that draws them in. E.g. PEPs often want to be able to influence senior teams in their institution, so when sharing results of some research you could demonstrate how the data could be used to evidence the value of PEP roles.

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## **Accessibility and Inclusion**

Accessibility and inclusion should be considered in every aspect of comms including language, copy, design, video and audio development. Ensure that the content you are creating follows the [NCCPE inclusive and accessible content guidelines.](https://uweacuk.sharepoint.com/%3Aw%3A/r/teams/nccpe/_layouts/15/Doc.aspx?sourcedoc=%7B064465ED-3D59-4881-AADF-8DB5E78AFD83%7D&file=Inclusive%20and%20Accessible%20NCCPE%20Content%20guidelines.docx&action=default&mobileredirect=true)

## **Timeline**

Think about the timeline for your comms activities, including deadlines for sharing content in both NCCPE and partner channels, when you want to send reminders, when you might need to remove content (e.g. after the registration deadline has passed).

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| **Date** | **Action** | **Channel** | **Complete** |
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## **Evaluation**

Monitoring outputs and outcomes throughout your communications campaign will help you understand what went well and what you could change for future activities.

Look back at your initial objectives and track what change has happened as a result of your communications activity.

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| **Objective**  | **Target**  | **Actual** | **Reflections** |
| *e.g. 50 delegates signing up with early bird offer by 30 Jan* | *50 sign ups at Early Bird price* | *20 sign ups at Early Bird price* | *Short time period between sharing in newsletter and deadline* |
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