_____ **First Nation**
Comprehensive Community Planning Communications Strategy

> *Please use this template to develop your CCP communications strategy. The Communications Tool at the end is included a working tool.*
> *The text under each section is intended to act as a guide as you fill in your ideas. You can delete the text and add your details under each section.*

1. Current Situation

Before you map out where you want your communications strategy to take you, you need to find out where you are now.

How is information currently communicated in your First Nation?

Think about your experiences, how effective have previous communications been…

What has worked in the past and why?

What has not worked and why?

2. Overall CCP Objectives

A communication strategy must support your specific CCP objectives. You do not need to restate the full objectives of the process itself, but should provide a very short summary to the community about the planning process. This should be clear, concise, engaging and user friendly.

Use this section to list your key CCP targets. If you have not developed these yet, summarize the intent of the CCP process and plan.

3. Communications Objectives

Use this section to list your external and/or internal communications objectives.
- What do you hope to achieve as a result of your communications activities?
- How can communications activities help you achieve the CCP targets above?

Clear, specific, and measurable objectives are key to the success of any communications strategy. Remember your communications objectives should be aligned with your overall CCP objectives.

Some examples of communications objectives are:
- To build awareness and build excitement about the CCP process among the entire community.
- To maintain and enhance the broad base of support for the CCP.
- To organize events to encourage the participation of community members in the CCP process.

4. Key Audiences

Getting Information Out – Who are you communicating with?

*Who are the different audiences you need to communicate with? Think external and internal audiences…***How would you define internal and external as the community planner?**
- *Internal – e.g. which individuals, teams or departments in your FN do you need to reach?*
- *External – e.g. who do you want to get your message across to?*

1. Potential planning team members (internal)
2. Students/teachers/ the school (internal)
3. The Elders (internal)
4. Chief and Council (internal)
5. Community members for the community event
6. Off-reserve community members
7. Administrative departments:
    a. Health

        b. _____

        c. _____

        d. _____

        e. _____

8. Neighbouring First Nations and Municipalities (external)

9. _____

10. _____

11. _____

Provide a detailed description of your key audience and user groups.

Example Layout:

Audience	Who do you want to get your message across to (from above)?
Characteristics	- Current behaviour/motivations - Level of awareness - Level of knowledge
Key Messages	- What is it that you want to change? - What do you want the audience to know? - What perception do you want to create? - What action do you want as a result?
Possible Issues	- What are the main concerns of the audience? - How do they influence others?
Audience	
Characteristics	
Key Messages	
Possible Issues	

5. Communication Tools for Key Audiences

You will probably need different methods to get information to different people so it is good to think of a variety of methods for each target audience and use them all.
What are the appropriate tools to use to communicate (think back to #1, communication experiences)?

Communication Tools

External and Internal Examples

1. Media
   - News release
   - Media advisory
   - Radio
   - Features
2. Online
   - E-mail newsletter
   - Website
3. TV
   - News and features
   - Ads
   - Video, DVD, CD
4. Print
   - Brochures
   - Posters
   - Letters
   - Leaflets
   - Reports
   - Etc.
5. Community Events
   - _____
   - _____
   - _____
   - _____
   - _____
6. Others

Example Layout:
You will probably have several methods of communication that are appropriate for each audience. A method that is appropriate for the most audiences is ideal to have.

Audience	Communication Tools

6. Evaluating Success

How will you know if you have succeeded and met your objectives? How are you going to evaluate your success, what performance indicators and evaluating measures will you use?

It is important to assess your strategy/project so that any changes, if necessary, can be made when initiating a similar strategy/project in the future.

Externally

- Have you achieved your objectives (i.e. create awareness, maintain support, organize events to increase participation…etc)?
- Did you reach the right audiences?
- Did you use the right tools?
- Did you come in on budget? If you did not, why?
- Others…

Internally

- Did you reach the right people within?
- Did they understand what the message was – did they participate?
- Did you use the right tools?
- Etc…

COMMUNICATIONS TOOL

This Communications Tool is included as a working tool as you go through the planning process with your team. The tool will help you think about, organize and fill in the details of your communications strategy with your planning team. This tool is a guide and should be adapted to suit you own First Nation's needs.

Communications Action Plan

For each key task within the CCP process, provide details of all the relevant communications tools that you would want to use. Think carefully about cost, what resources you have (people, facilities, etc.), deadlines, and also how you will evaluate success.