**Communications plan template – for citizen science projects**

**Goal of project**

* *Provide one sentence snapshot of project*

**Communications objectives**

* *List 2-4 objectives e.g. To create awareness, To encourage participants*

**Key messages**

* *List 2-4 key selling messages of your project e.g. We need to protect our endangered flora and fauna and you can help contribute to science*

**Action plan**

* *How will you create awareness about your project?*
* *How will you recruit citizen scientists?*
* *How will you communicate with citizen scientists during and after the project to highlight results?*
* *How will tell others about the results of the citizen science project?*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Communication activity** e.g.awareness, recruitment, results | **Target audience** | **Communication method** eg social media, email, newsletter, media, website, event, report | **Timing** | **Responsibility** e.g. who will complete this |
| *Announce future workshop* | *Current members* | *e-newsletter* | *One month before* | *Secretary*  |
|  |  |  |  |  |

**Evaluation**

* *How will you measure the success of your communication e.g. survey or social media statistics?*
* *How will you know if you have achieved your communication objectives?*