**Communications plan template for Engaging Science Grants projects**

**Goal of project**

* *Provide one sentence snapshot of event, activity or project*

**Communications objectives**

* *List 2-4 objectives e.g. To create awareness, To build interest, To attract attendees, 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, Register to attend our panel discussion to learn how STEM experts are using science, technology, engineering and maths in the workplace*

**Action plan**

* *How will you create awareness about your event, activity or project?*
* *How will you attract attendees, participants or recruit citizen scientists?*
* *How will you communicate with attendees, participants or citizen scientists during and after the event, activity or project?*
* *How will you tell your partners, collaborators and other stakeholders about the event, activity or project results?*

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| --- | --- | --- | --- | --- |
| **Communication activity** e.g.awareness, registration, 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* |
|  | *Local community* | *Social media* | *Weekly post starting one month before* | *Project assistant* |
|  | *Local community* | *Local radio station – interview with scientist speaking at workshop* | *One week before* | *Project leader* |
|  | *Local high school students* | *Email flyer to school with follow up telephone call* | *One month before* | *Project assistant* |

**Evaluation**

* *How will you measure the success of your communication e.g. survey, attendee feedback – comments and quotes, and social media statistics?*
* *How will you know if you have achieved your communication objectives?*