

Communications Canvas

Great communication is all about bringing together you and your audience to improve understanding and effect a change.

Use this simple framework to consider all the key elements of an effective communication activity and bring them all together in a comprehensive plan.

(You)  (Your Audience)

| Communications Canvas | | | GNIUS communications | |
|------------------------|----------|-------------|-------------------------|-------------|
| My Communications Plan | | | | |
| Objectives | Messages | Your Plan | Channels | Audience(s) |
| 1 | 4 | 7 | 3 | 2 |
| Resources | | Measurement | | |
| 5 | | 6 | | |

Communications Canvas

A few key questions to help get you started

Objectives

What is the project/activity aiming to change?

Which goals/strategy does it support?

What is the role* of the communications?

- Raise awareness
- Improve understanding
- Prompt specific actions
- Encourage long term behaviour change.

**TIP: Don't try and do them all at the same time.*

1

Messages

What key messages* should you include?

- Project background
- What's the vision?
- What's happening now?
- Benefits
- What you want audiences to do?
- How can they ask questions?
- What happens next?

**TIP: Consider the right style for your audiences - use plain language avoid jargon, acronyms etc.*

4

Your Plan

Bring everything together in a detailed plan including timings*;

- Creative approach
- Design and development
- Production
- Delivery (incl. training / briefings if needed)
- Feedback / Questions
- Follow-up
- Measurement
- Next steps
- Updates

**TIP: Think about how your activity fits in with other communications your audiences might be receiving.*

7

Channels

What channels are available?

Which channels do your audiences use / prefer?*

How effective are the existing channels?

Do you need to create something new?

**TIP: Use a mix of channels, as the same messages across a variety of channels can improve reach and impact.*

3

Audience(s)

Who is the activity aimed at?

Is it one audience or are there different groups with different needs?*

What do these audiences need / want to hear to bring about the change you want?

How will you answer their questions and respond to their feedback?

**TIP: Create personas for each audience to improve relevance and targeting.*

2

Resources

What budget and Senior Management support do you have?*

Who will help with content, approvals, delivery etc.?

**TIP: This will be more likely if activity is linked to goals / strategy*

5

Measurement

How will you measure if the intended changes have been made?

How will you measure effectiveness of communications?*

**TIP: Don't just measure delivery but impact and outcome.*

6

Communications Canvas

My Communications Plan

Objectives

1

Messages

4

Your Plan

7

Channels

3

Audience(s)

2

Resources

5

Measurement

6