Step 3: Developing a Communication Plan

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| An effective Communication Plan will provide you with a focus and priorities for your communication activity around the TeleHealth programme rollout. This plan will determine:  • Your objectives  • Your audiences  • The tools you will use  • Your timetable |
| Define your overall communication objectives |
| {Articulate the communication results you would like to achieve here} |
| List your audiences and the communication objectives/messages you would use with each |
| {In addition to potential customers and the media this list could include internal audiences such as employees or Board of Directors} |
| List your tactics |
| {For each of your audiences list the tactics and associated tools you will use to communicate with them. This may be via website, e-newsletters, direct mail, media, corporate events etc} |
| Your timeline |
| {You will most likely have a different timeline for each audience with whom you are communicating. Timelines could be presented as:  Audience:  Communication Objective/Message:  Tactics:  Timeline: |
| Evaluation |
| {Include a method to evaluate your results.} |