



GUIDE TO COMMUNICATION PLANNING

Adapting to Changing Circumstances



COMMUNICATION

STARTING YOUR PLAN



MESSAGE

What are you trying to communicate?



AUDIENCE

Who are you trying to communicate to?



METHOD

How are you going to reach them?

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COMMUNICATION

CLARIFYING YOUR MESSAGE



START WITH THE "WHAT":

What is new or changing?

(business hours, services, processes, etc.)

What information do clients/customers
need to know?



COMMUNICATION

DEFINING YOUR AUDIENCE



WHO NEEDS TO KNOW?

Current clients/customers?

The general public?

Employees?



COMMUNICATION

CHOOSING YOUR METHOD



HOW WILL YOU COMMUNICATE?

How will you deliver your message?
(email, social media, website, etc.?)

How will you frame your message?

"Take the temperature."



COMMUNICATION POTENTIAL TOOLS



YOUR WEBSITE



INSTAGRAM



EMAIL / MAILCHIMP



TWITTER



FACEBOOK



GOOGLE MY BUSINESS



LINKEDIN

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COMMUNICATION

BUILDING CONFIDENCE



VALUE YOUR AUDIENCE

Communicate thoughtfully & clearly

Communicate with compassion

Strengthen relationships

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MORE QUESTIONS?
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