



Community Planning Aberdeen

Model for Improvement Toolkit

Planning Your Communication – Telling Your Improvement Story

HELP SHEET

Why is communication important?

Communication is vital at all stages throughout your improvement journey. A communication plan will help you plan how to communicate effectively across the life cycle of your project. There are some key aspects for you to consider when planning your communication – detailed below:

Developing a Communication Plan

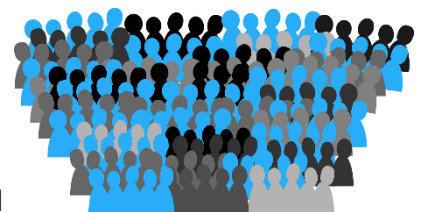
A Communication Plan is a document that enables you to describe who you need to communicate your improvement work to, the purpose of communication with them, the communication method you will use, how often you will communicate and who will communicate with the audiences identified.

There is an example of a blank communication plan template at Appendix 1.



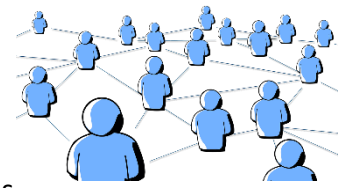
Identifying your audiences

Planning communications works best if you work as a team. Before you start you should think about the different groups of people who want and need to know about your improvement work. Think about their role. For example, do you need their support to progress your change ideas or are they involved in delivering the work? Once you've identified who you need to communicate with you can then consider the purpose of that communications.



Define the purpose of communication

You need to be clear about the purpose of your communication. Are you trying to:



- engage people to get involved with project and help raise awareness of your change ideas;
- inform people about the outcomes of your improvement activity
- sustain people's interest
- celebrate success
- share the learning to spread ideas

How you communicate will depend on the purpose of your communication.

Identify key messages

What are you trying to say? Be clear, concise, positive and use language that will be understood by your audience. Be clear about what you want people to do after receiving your message.



Branding

As you are communicating about a LOIP, multi-agency project you should always include the CPA logo on all forms of communication.



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How are you going to communicate?

Communication methods need to be flexible and adaptive to the audience you are trying to reach and the purpose of that communication. One size will not fit all. You should consider which method will best suit your targeted audience.

Some examples include meetings, email, newsletters (locality based, organisation/group etc), presentations, briefings, websites (CPA, partner websites etc), videos, blogs, pod casts, word of mouth, websites, social media, case studies, newspapers, television. How do your audiences prefer to receive communication? Using the right channel will help you reach your audience.



Community Planning Aberdeen has its own [website](#), social media channels and Partnership, Business and Locality networks where we can share your communications. Please share your communications with us at CommunityPlanning@aberdeencity.gov.uk so that we can support you reaching wide ranging audience.



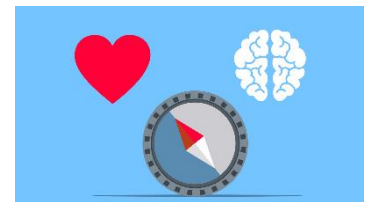
How can you engage with our localities?

If your communications are targeted at one of our Localities, view our [leaflet on ways to engage](#) and contact localityplanning@aberdeencity.gov.uk for any further advice.



Winning hearts and minds using stories

To really engage your audiences, you need to win hearts as well as minds. Using facts alone will not achieve this. Telling stories about real people helps improvement work come alive for your audiences. Stories help deliver information, keep people interested and people tend to remember them.



View an example of a [project video](#) here and visit our [improvement stories page](#) to read view our project case studies.

Sharing what you have learned

If your improvement work has improved outcomes for people, it should be accessible to others to adapt or adopt in their context. Share your learning across the Community Planning Partnership, through your project update, on the Improvement community Team Site; use the [case study template](#) and submit your [project end report](#).

Appendix 1 - Comms Plan Template

Stakeholders – by name if known. <i>(In the department, organisation, partner organisations, wider community, service users?)</i>	Purpose of communication <i>(Engage, Sustain interest, Celebrate and share? What do you want them to do?)</i>	Key messages to be communicated <i>(To do this, what do they need to know? Which questions should be answered?)</i>	Timing of communication <i>(Stages of project, specific times, frequency)</i>	How are you going to communicate? <i>(eg routine report, flyer, newsletter, poster, case study, social media, video, blog)</i>	Who is responsible? <i>(Who will do the communicating? What do they need to know?)</i>