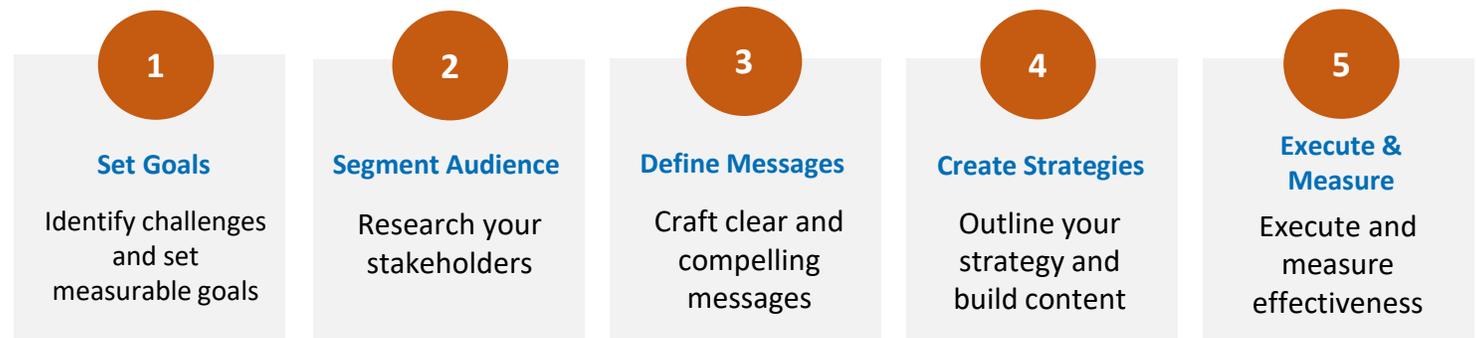


## Overview

Organizations use **strategic communication plans** to:

- Establish an organized, strategic way to provide stakeholders with information
- Create a roadmap to drive desired actions or attitude
- Develop a way to measure the successful dissemination of communication techniques and/or methods

## How to Approach Communications Planning



## Who is Your Audience

Demographics	Psychographics	Relationship to Topic	Information Preferences	Influences
<ul style="list-style-type: none"> <li>• Federal v. public</li> <li>• Roles v. jobs</li> <li>• Physical location</li> </ul>	<ul style="list-style-type: none"> <li>• What do they care about?</li> <li>• What traits do they usually have? (e.g. technical vs. non)</li> </ul>	<ul style="list-style-type: none"> <li>• What do they need your information for?</li> <li>• What frame are they bringing to the issue?</li> </ul>	<ul style="list-style-type: none"> <li>• How do they like to consume information?</li> </ul>	<ul style="list-style-type: none"> <li>• Who do they trust?</li> <li>• Who can inspire them to act?</li> </ul>

## The Importance of Plain Language

It's the Right Thing to Do	It's the Law	Plain Language Best Practices
<p>It is not “dumbing down.” Plain Language means writing clearly to help readers find what they need, and understand it the first time they read it.</p>	<p>The Plain Language Act of 2010 aims to “improve the effectiveness and accountability of Federal agencies to the public by promoting clear Government communication that the public can understand and use.”</p>	<ul style="list-style-type: none"> <li>• Lead with the need</li> <li>• Eliminate unnecessary words</li> <li>• Format for clarity</li> <li>• Keep it conversational</li> <li>• Simplify</li> <li>• Use active voice</li> </ul>