

[Sample] Communications Strategic Plan

2015-2016

[SAMPLE] COMMUNICATIONS MISSION

Develop and utilize all communication vehicles to advance _____ initiatives; collaborate with other departments/volunteers to communicate relevant news to membership; drive conversation and member engagement to increase the value of _____ members.

Note: A communications strategic plan should be designed to execute a district's strategic plan. Communications goals should be aligned with district goals. If you need assistance with your strategic plan, contact NATA Communications Manager Jordan Grantham (jordang@nata.org).

Marketing/communications plans usually contain the following information for each goal:

Goal

- **Metrics** (how you will measure the success of the goal- can be statistics or task deadlines)
- **Strategies** (how you plan to accomplish the goal)
 - **Tactics** (specific plans/techniques to achieve the strategy)
 - Include **launch dates** for each strategy and tactic so progress can be measured
- **Progress Checkpoints** (designated times to assess progress toward the goal)
- **Reporting** (statistics and other measurements to gauge progress toward the goal)
- **Target** (target audience for the particular goal)
- **Budget Implications** (costs involved with proposed strategies and tactics)

The next page shows an example goal and how the metrics, strategies, tactics, etc. factor into the success of that particular goal.

[Sample] Communications Goal: Utilize communication channels to increase professional pride within the ____ membership, emphasizing _____ resources to help ATs advocate on behalf of the profession. Grow overall reach of and audience for communication vehicles to increase awareness and influence of athletic training profession.

[SAMPLE] METRICS:

- o Increase overall web traffic by ___% (Baseline: _____ monthly visits in 2014)
- o Conduct membership experience survey by Aug. 15

[SAMPLE] STRATEGIES

- o Reorganize the website with a focus on improved navigation to improve member experience. [Launch: June 2015](#)
- o Utilize social media channels to foster a sense of community and engagement among the membership. Utilize contests (2-3/year), hashtags (6-10/year) and live-Tweeting (5-6 events in 2015) to encourage participation. Cross-promote LinkedIn conversations on other channels to encourage more dialogue. [Launch date: February 2015](#)
- o Promote the online newsletter and blog in targeted e-blasts to increase online engagement and visitors to the website. [Launch: May 2015](#)

[SAMPLE] TACTICS

- o Conduct interactive social media campaigns around the following key initiatives: NATM, membership renewal, annual meeting and advocacy activities. All events will be live-Tweeted with a specific hashtag to encourage awareness and member interaction. [Launch: March 2015](#)

[SAMPLE] PROGRESS CHECKPOINTS

- o Checkpoints every two weeks for website reorganization project, coinciding with the vendor's 2-week sprints
- o Monthly checkpoints for newsletter and blog
- o Monthly digital communication reports

[SAMPLE] REPORTING

- o Member experience survey results
- o Monthly reports on social media, e-blasts, website analytics

[SAMPLE] TARGET

- o Members

[SAMPLE] BUDGET IMPLICATIONS

- o Cost for vendor to reorganize website: \$_____
- o Consider investing in more sophisticated social metrics \$_____