**Communications and engagement plan  
Add the name of your campaign/initiative here**

Insert trust logo here  
Your comms team will be able to share this with you

**Purpose**

Provide details on the purpose of the campaign/initiative (why you want to do it) and what you hope you achieve from it.

**Communications objectives**

* Detail your main communication objectives. For example, if promoting a health and wellbeing event, one objective could be to ensure staff across the organisation are made aware of the event.

**Key messages**

* Detail the key campaign or initiative messages, for instance smoking is bad for your health and the benefits of quitting.

**Communication channels**

Detail the channels you plan on using (email, posters, social media etc) Consider the internal and external (if applicable) channels.

**Audience**

* Detail your/the audience for this campaign/initiative. Is your audience inclusive? Have you factored in the intended audience(s) needs? Have you factored in night-shift workers or people that do not have access to a computer/laptop?

**Timescales**

* Add key dates and expected timescales for delivery of the campaign/initiative.

**What does success look like?**

* Detail how you will evaluate the campaign/initiative.

**Action plan**

| **Date** | **Deliverable** | **Channel** | **Lead** | **Notes** | **Status** |
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