We encourage you to visit and read our [RDI Projects Communication Tool](https://rdi.upc.edu/ca/ssri/eina-de-comunicacio-de-projectes/). There you will find detailed advice and examples to fulfill this communication plan draft and execute a successful communication strategy for your project.

**Communication plan**

[National RDI projects]

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# Document information

|  |  |  |  |
| --- | --- | --- | --- |
| **Full title** | [Full title of the project] | | |
| **Project URL** | [URL of the project’s website] | | |
|  |  |  |  |
| **Delivery Date** | [Delivery date] | **Status** | Version [nº] |
| **Dissemination level** | Public / Confidential / Classified | | |
|  |  |  |  |
| **Author/s** | [Author/s name] | | |
| **Email** | [Author’s email] | **Phone** | [Phone Number] |
|  |  |  |  |
| **Description of the plan** | [Short description] | | |
| **Key Words** | [Min. 3 key words] | | |

## Document history

|  |  |  |  |
| --- | --- | --- | --- |
| **Author/s** | Date | **Version** | Description |
|  |  | 1.0 |  |
|  |  | … |  |

# Introduction

## About the project [Why?]

[Summarize the project and its general and specific objectives. It is important to link them with this communication plan and how it will help to achieve them. Explain why it is important to communicate this project to society.]

## Strategy presentation

[Summarize the strategy. You will have to answer to the following questions, that you will develop in the next sections of the plan:

* Why? (already answered in the previous section)
* To whom? (Audiences)
* For what? (Strategy objectives)
* Who? (Human resources)
* With what? (Material resources / Visual identity and branding)
* Where? (Channels)
* How?
* When?
* What?
* How much?

Finally, you should define an alive and dynamic plan, able to reconfigure its actions depending on the results of the periodic evaluations.]

# Target audiences [To whom]

[Here you will have to distinguish between the different social groups to whom you would like to communicate. It is important to distinguish between communication[[1]](#footnote-1) and dissemination.]

# Strategy purpose [For what?]

[General and specific objectives of the communication plan. Each objective should be linked with each previously defined target audience].

# Strategy management

## Human resources [Who?]

[Define the role of each professional involved in the plan, and if its function is temporal or will last all the project, and maybe beyond. It is crucial to describe the director of this plan and how she/he will coordinate the team.]

## Material resources [With what? 1/2]

[Identify which equipment you will need (cameras, computers, recorders…) and also which software or services (video and graphic editors, social network inversions…)].

## Visual identity and branding [With what? 2/2]

[Font family, colors, logo… This elements should be fixed as soon as possible and will identify your project in every digital and physical context. Take into account the financing organism requirements (CE logo, mentions…). (Referència a les seccions concretes on s’expliquin aquests requirements).]

# Channels [Where?]

[Choose the best channels to execute your dissemination activities. It is crucial to choose the channels where the target audience consumes media messages. Examples of channels are: project’s website, UPC’s website, local and regional TV channels, local and regional radio stations, popular social networks like Twitter, Facebook, YouTube or Instagram, technical social networks like LinkedIn, ResearchGate or Academia, etc. The key point here is to be precise although it means to be present in less channels. For example, if we want our message to impact on +50 years old people, it will be a fatal error to spend time operating an Instagram or TikTok profile; or the opposite: if the target is -30 years old adults, you should better not to put efforts on appearing in physical newspapers].

# Action plan [How?]

## Communication activities

[Which specific actions you plan to execute to communicate the project. Start thinking about the resources that every action will require, as this plan needs to be realistic according the budget of the project. A good practice here is to assign the number of hours and the % of dedication (respect the total of hours) that will take every action.]

## Schedule

[The time distribution of the previously defined actions. It is important to be active it all stages of the project (not only at the beginning and the end). The best way is to create a chronogram that foresees possible key moments in the project’s execution and inserts there the communication actions that they will require (trips, big events, impactful experiments, publication of results, collaborations with social entities, etc). Also, which actions should be executed in inactivity periods (sharing of interesting contents in social networks related with the aim of the project, quizzes, generating debates, etc.].

## Impact and KPIs

[Define the Key Performance Indicators (KPIs). Those are the quantitative and qualitative goals that this plan aims to achieve. They must be directly related with the objectives of this communication plan. Examples of quantitative KPIs are the number of assistants to a webinar, the the followers and the engagement in social networks (likes, comments and shares) or the subscribers of a newsletter.

# Key messages [What?]

[There could be a general message, but also specific ones for one or more target groups, for one or more objectives, and one or more channels.]

# Budget [How much?]

[Price of the human and material resources needed to execute this plan.]

# Evaluation and correction

[Evaluation methods that will be taken to measure success in achieving KPIs. This section also has to foresee which measures will be taken to reinforce the possible failure in its implementation and readdressing the strategy.]

# References

# Annexes

1. Communication refers to [↑](#footnote-ref-1)