



COMMUNICATIONS PLAN

Reaching the Unreached

CREATING A COMMS PLAN

1

- Establish the objectives

2

- Define target audiences

3

- Identify key messages

4

- Identify media channels

5

- Develop materials

6

- Specify a timeline

7

- Evaluate impact

OBJECTIVES

- Objectives specify exactly what needs to be achieved.
- **Specific**
- **Measurable**
- **Achievable**
- **Realistic**
- **Time-bound**

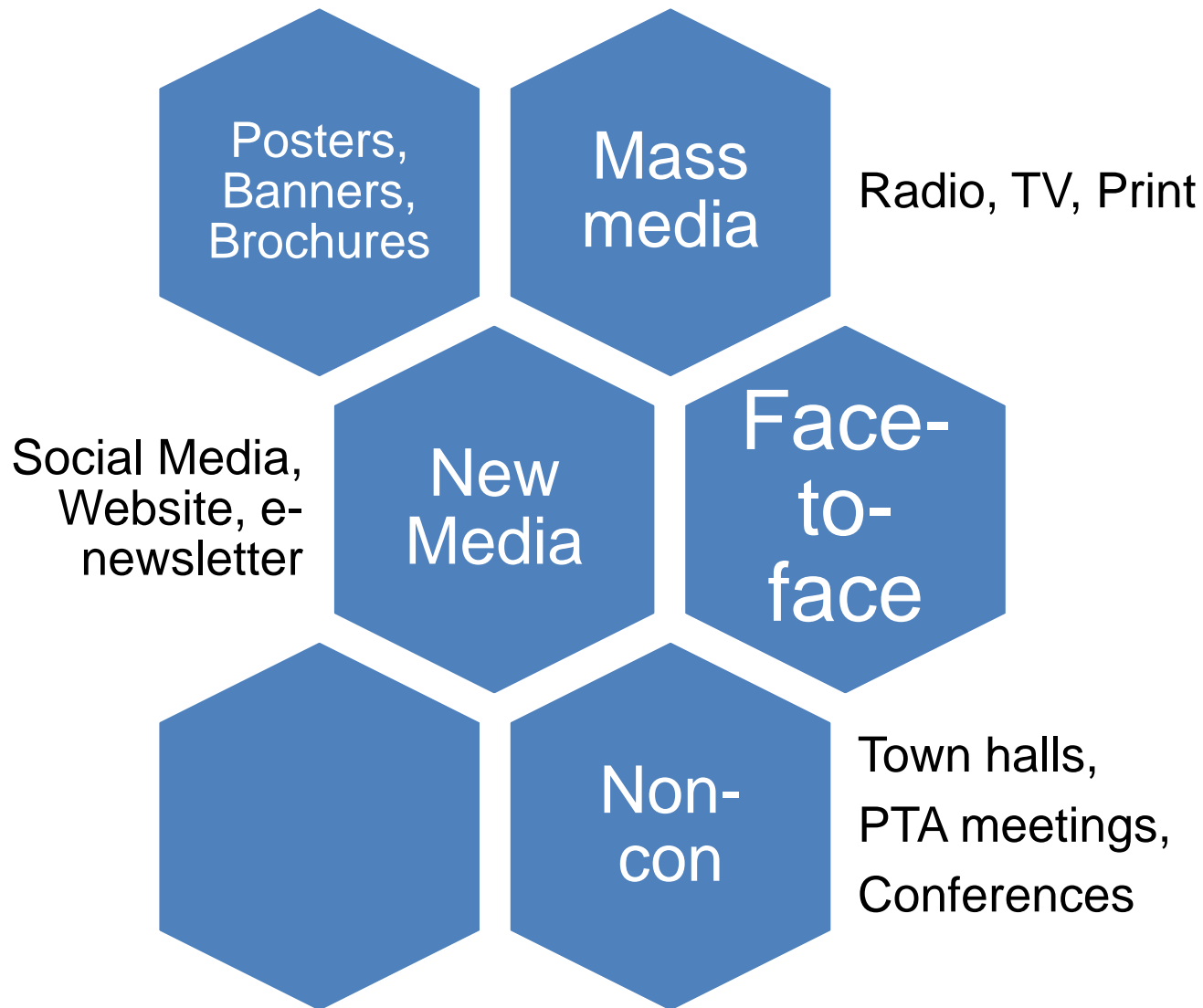
TARGET AUDIENCE

- Who are DepEd's target audience?
 - Students
 - School-based personnel
 - Parents
 - Local Government Units
 - Division Office Personnel
 - Regional Office Personnel
 - Private high schools
 - HEIs, SUCs, LUCs,
 - Barangay Officials
 - District Representatives
 - Industry and Private Sector Representatives
 - Media
 - Organizations and other partners

KEY MESSAGES

- Key messages are the **most succinct statement** of the message you want the target audience to receive.
- Key messages should be **clear, benefit-oriented**, and written in language that your target audiences can understand and relate to.

MEDIA/CHANNELS



MATERIALS

Infographics /
Posters /
Comics

Brochures /
Flyers

Media Pitch
(media advisory,
PRs, ads)

Letters

Infomercials /
PSAs

TIMELINE

- Events
- Timing
- Tasks to be done
- Who is responsible
- Deadline