



## Communication Planning Checklist

### How to Plan Your Communications Strategy

A successful campaign is built on well planned, consistent communications. Best practice is to develop a communications plan prior to your agency/ministry/OPP campaign launch. In preparing a campaign communications plan, consider:

**Step 1:** Which communication methods are available for use? (Ex. Printed posters, agency/ministry-wide emails, digital signs/bulletin boards, internal web or SharePoint sites, verbal communication via events/meetings)

**Step 2:** What are the internal approval requirements and processes for chosen communication methods? (Ex. Email – 3 days for comms branch approval, printed posters – approval from building facilities)

**Step 3:** Is there an existing Ministry newsletter or communication tool that could be used to deliver campaign information?

**Step 4:** Does the campaign team have access to any necessary distribution lists? If not, how is access obtained?

**Step 5:** Have campaign activities been identified and comms considered for each one?

**Step 6:** Have the Federated Health [Communications Calendar](#) (found in the Communications section) dates been considered?