



Caribbean Community Climate Change Centre

Developing a Communications Plan



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What is a Communications Plan?

- A **communications strategy** is designed to help you and your organisation communicate effectively and meet core organisational objectives.
- A **communications Plan** identifies how the strategy will be executed.

Benefits

- Proactive
- Helps control the agenda
- Creates positive image
- Avoid embarrassment
- Builds trust
- Builds confidence with partners
- Profiles community for potential investors

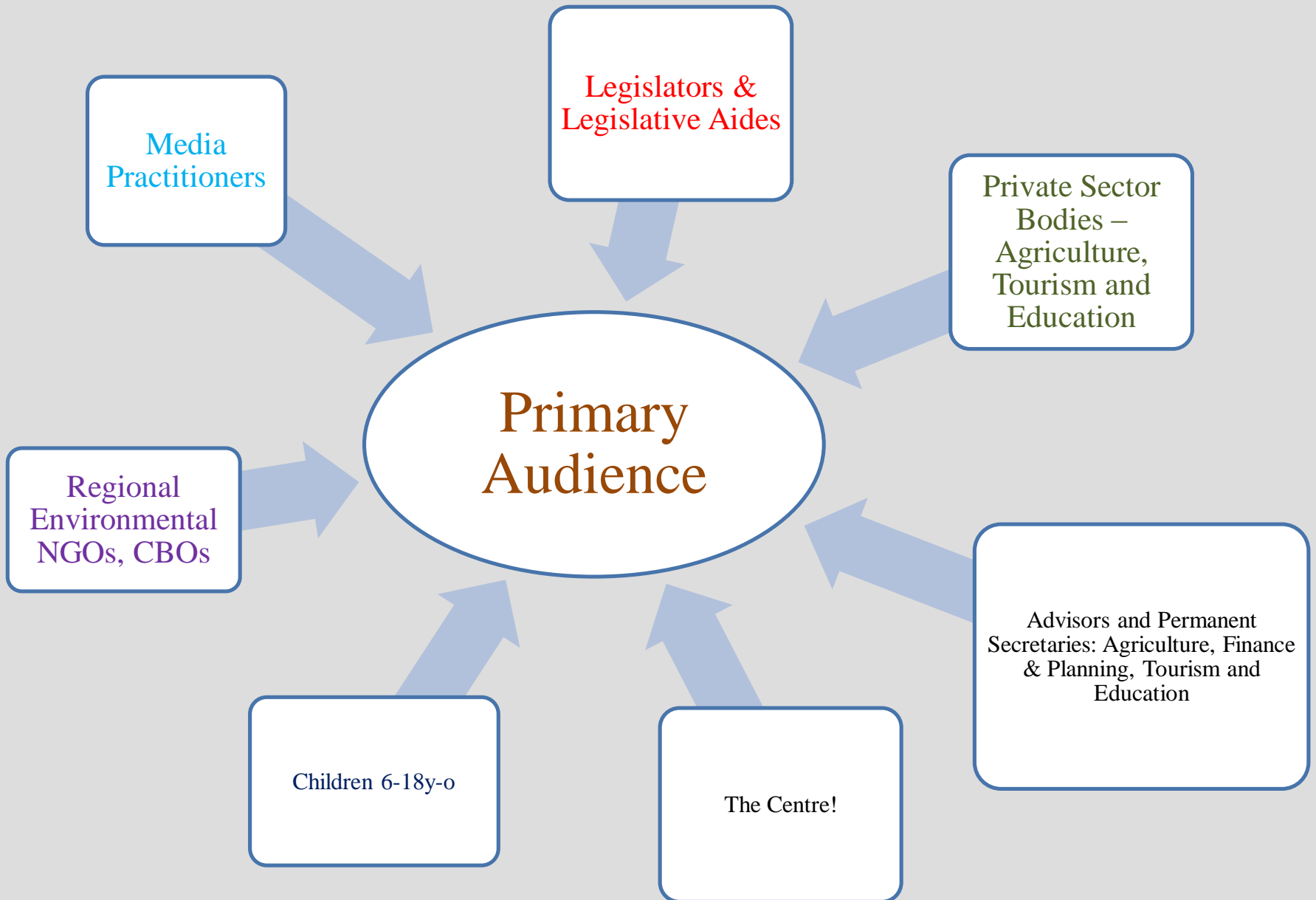


Communications Plan Elements

- **WHO** - audiences and stakeholders
- **WHAT** - information needs to be communicated
- **WHEN** - establish deadlines
- **WHY** - why are you communicating
- **HOW** - tools and mechanisms
- **BY WHOM** - assign communications responsibilities



Audience





Messaging

It's Real

You Can Make A Difference.... No Action is Risky!

Climate Change Is Costly

CARICOM Is Responding

Let's Work Together



Messaging

Theme: It's Real



Little Clarity
on Cause &
Role



Understanding
of Climate
Change and
Agency





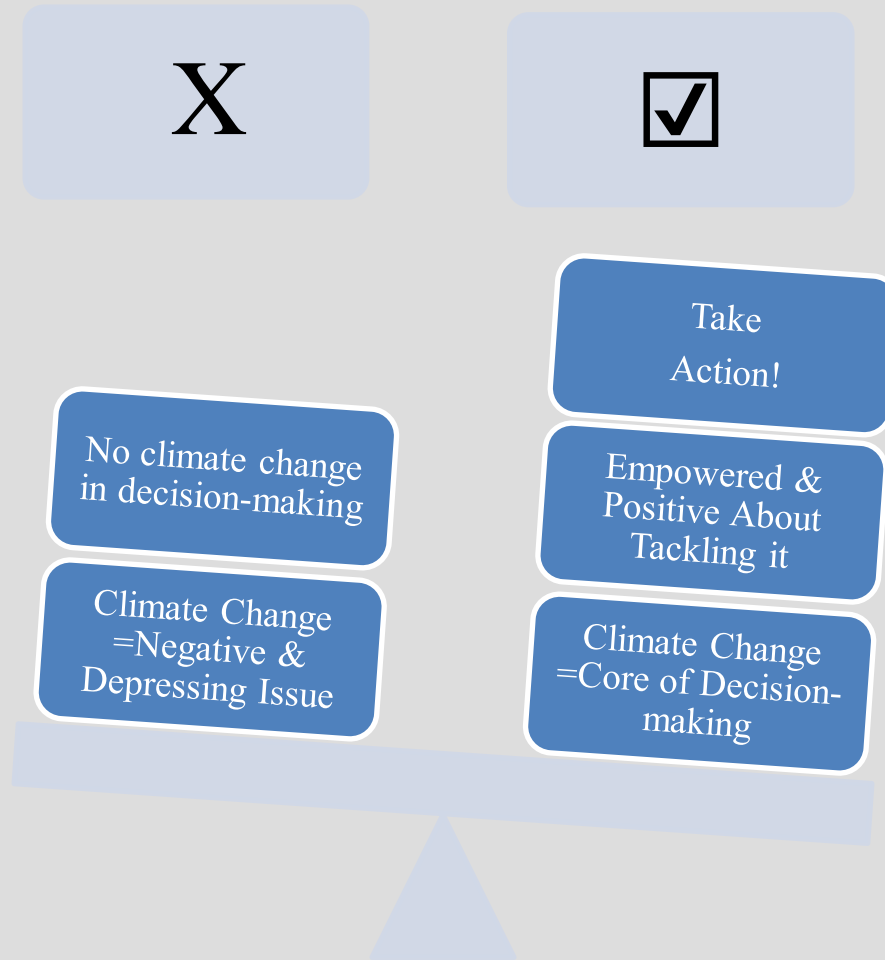
Messaging

Climate change
won't affect
me personally

Yes, it will! This is how
your life could change...



Messaging





Tools and Tactics

Traditional

- TV/Radio Interviews
- PSAs
- Animated Videos
- Press Releases
- Articles
- Press Conference

Printed Products

- Cartoon/Comic Strips
- Policy Briefs
- Press Kits
- NGO/CBO/Student Info Kits
- Posters/Calendars

Online

- Twitter
- Facebook
- Linked-in
- YouTube
- WordPress Blog
- Webinars
- e-Mailing list
- Infographics



Communications Time Horizon

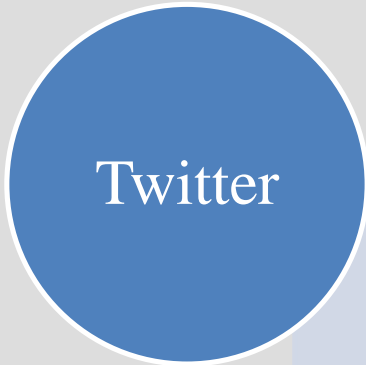
- **Short Term** - Promote Stability
- **Medium Term** - Focus on transition, services and training
- **Long Term** - Implementing Plans



Social Media Utility



Barbados 41.4%
 T&T 35%
 Dominica 32.5%
 Jamaica 23.6%
 (SMML, Forbes 2012)



Barbados
 T&T
 Dominica
 Jamaica
 (SMML, Forbes 2012)

Taking IT Global

Youtube

WordPress

LinkedIn

Flickr

Vine

Tumblr



Let's Connect!

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We Are Social...



@CARICOMClimate



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