

PR Strategy: Template One-Pager

Where are we now?

Note the key conclusions from your situational analysis. EG:

- Our organisational priority is to increase uptake of our services
- To do this, we need to engage more young people
- Currently, awareness is high among some professional audiences, but lower among families and schools
- With limited comms budget, we need to focus on priority channels / content, and trial new approaches...

Where do we want to be?

List your PR objectives, based on organisational priorities. EG:

- We want relevant staff in all primary schools to know about the service by the end of the school year
- We want to increase the number of children involved by 25% by the end of the school year
- Secondary objective: We want to demonstrate the impact of our services, in order to support applications to grant funders...

Who do we need to talk to and how will we reach them?

List your priority target audiences, and the channels and approaches you will use to reach them. EG:

- Primary school staff, particularly literacy leads and school librarians
- Reached via professional, sector and local media
- Test content on different social channels to assess which is most effective
- Pilot campaign with one of the teaching unions...

- Parents and carers of children aged 7-11
- Lifestyle / family / parenting features in the nationals
- Tips and case studies for women's magazines
- Recruit celeb ambassador for radio interviews linked to start of new term
- Test content on Facebook groups...

What will we say to them?

Include your key messages, call to action, tone of voice. EG:

- XXX helps children develop and improve their reading skills
- We provide information and support to parents, carers and teachers
- Children can get involved in XXXX [incl call to action]
- Tone: upbeat, informal, understanding...

What's our plan?

Outline the key activities you'll focus on. EG:

- Christmas stocking campaign to target parents and carers through women's magazines and regional radio...
- World Book Day activity aimed at schools, in partnership with teaching union...
- End of term / summer reading campaign celebrating children's books, with case studies and support from authors
- NB Limited resource for reactive, but opportunities which provide chances for tailored content for priority audiences to be pursued
- Review points: every two months, and adapt plans as necessary...