

# Annex A

## Communication Plan

A Communication Plan is an overarching strategic approach identifying key audiences, key messages by audience, and channels and actions detailing how you will implement the plan.

There are a number of associated Annexes which form part of the Communication Plan:

[Timetable – Annex A1](#)

[Stakeholder Database – Annex A2](#)

[Stakeholder Engagement Strategy – Annex A3](#)

[Media Statement – Annex A4](#)

To draft a Communication plan:

- Define what the Communications Objective is, for example:
  - 'To position the <your institution> with the people of <your state> and with key stakeholders - as a unique institution and a leader – the national human rights institution for <your state> with an over-arching remit across all issues and all groups'
- Identify your Communication Priorities, for example:
  - We will focus scarce resources on strategically chosen stakeholders and issues, since spreading resources across all stakeholders would dilute impact
  - We have sought the views of our stakeholders, learning from this we want to work together to deliver mutual outcomes given our common interests, and such issues as scarce resources
  - We will seek to encourage others to amplify our messages by showing how we can help them and add value for them
- Identify and agree your Key Audiences, for example:

General Public/ Communities/ Media	Government	Oversight Bodies	Inspectorate Bodies
CSOs (Regional)	Religious Organisations	Staff	Other human rights organisations/legal

- Develop your messages for each audience
  - Once you have identified your audiences, the next task is to break down your objectives into relevant messages for each of those audiences
  - Start with the audiences that are the highest priority
  - Remember that your messages should be relevant and appropriate to the audience
    - You might want to speak to the general public with less legalistic or technical language than you would use when engaging for example with government

- Remember that it is very important that there is a continuity across the messages
- It is important that all of your stakeholders understand what kind of organisation you are, so your messaging needs always to link back to your organisational values
- Select your Communication Channels
  - For each audience identified, you should now indicate the most appropriate channels for communicating with them
  - These might include an e-bulletins, one-to-one meetings, conferences, media statements, or wider methods such as social media (e.g. Facebook, Twitter, Instagram) and your website
- Review and Evaluate
  - What does success look like and how will you know when objectives have been met?
  - Indicate the tools you will use to evaluate your communications
    - These could be simple measures such as monitoring any changes to government policy that you have been advising on, website hits or media coverage; not only in terms of quantity, but also on whether your message was the lead in any subsequent media coverage

An example of a Communication Plan is contained on the following page:

**Communication Plan - UNIVERSAL PERIODIC REVIEW**

**Key Audiences**

State  Parliamentarians  Government Departments	Civil Society Organisations CSOs  NGOs	UN Representatives  Special Rapporteurs  UN OHCHR  GANHRI  (Regional bodies where relevant)
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**Key message by audience**

NHRIS are here to offer expertise and advice	Encourage CSOs to produce parallel reports & to engage in process	Highlight Pertinent recommendations
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**Channels & Actions**

Events and outreach – See [Stakeholder Engagement Strategy – Annex A3](#)  
 Letters - See [Stakeholder Database – Annex A2](#)  
 Engage media - See [Media Statement – Annex A4](#)