

# Your communication & impact plan

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## Setting objectives

List up to three objectives for your communications and impact plan. You may want to prioritise communicating with your stakeholders or research participants. Alternatively, you may want to target mainstream media or policy channels.

- 1.
- 2.
- 3.

## Developing messages or themes

You may have clear messages that you want to communicate about your research and findings. Or you may want to have two or three themes that you choose to communicate about, this could guide your Twitter activity, or blog topics. Consider up to four different messages or themes you want to communicate.

- 1.
- 2.
- 3.
- 4.

## Targeting audiences – audience ranking, stakeholder mapping

Who are you hoping to communicate with? You may want to map your stakeholders or list them in priority order below:



## Choosing channels / types of media

What types of media will suit your skills and interest area? Which channels will best attain your objectives and reach your stakeholders? Consider having a variety of channels which target different types of stakeholder. List a few below:

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## Allocating resources

How much time will you be able to allocate to communicating about your research? Will you need to budget for this – i.e. blog platform fees, traveling to speak at events? What input might you need from other individuals/organisations? Note some resource considerations below.

## Ethical considerations

Is there anything you need to consider for protecting the needs/safety/reputation/values of yourself, your research participants, your university or funding organisation?

