

Humanitarian Communications Plan Outline

Humanitarian Communications Plan

Developing a communications plan is essential for effective humanitarian crisis response as it ensures clear and consistent messaging, enables timely and accurate information dissemination, facilitates stakeholder engagement and coordination, builds trust and transparency, and plays a crucial role in attracting potential donors and funding to support the organization's vital work. It helps the organization navigate the complexities of a crisis, maintain a unified voice, maximize impact, and secure the necessary resources for humanitarian efforts.

This is an outline of the main components of a strong communications plan. You may develop your plan according to the below sections and tailor it to your local and NSO context:

I. Introduction and Objectives

- A. Brief overview of the humanitarian response
- B. Communication objectives and goals

II. Target Audience Analysis

- A. Identify primary and secondary target audiences (NSO, Scouts, volunteers, etc)
- B. Understand their needs, preferences, and communication channels

III. Key Messages

- A. Develop clear and concise key messages aligned with the humanitarian response and your NSO's position
- B. Tailor messages for different target audiences

IV. Communication Channels and Tools

- A. Identify appropriate communication channels (e.g., website, social media channels, email newsletters)
- B. Determine the frequency and timing of communication activities
- C. Explore partnerships with media outlets, influencers, and community organizations

V. Campaign(s)

- A. Define campaign objectives and desired outcomes
- B. Develop campaign themes and messages (explore international days of action i.e. World Refugee Day etc.)
- C. Identify target audience segments for each campaign
- D. Determine campaign timeline and milestones (add to your content calendar)
- E. Plan campaign-specific activities and content creation

VI. Content Creation and Distribution

- A. Develop compelling and informative content (e.g., stories, case studies, infographics)
- B. Plan your content calendar, including campaign-specific content, and could have one for each channel

VII. Crisis Communication

- A. Establish crisis communication protocols and procedures
- B. Prepare key messages and materials for potential emergencies or sensitive situations

VIII. Stakeholder Engagement

- A. Identify and engage relevant stakeholders (e.g., donors, partner organizations, government agencies)
- B. Build and maintain positive relationships through regular communication



IX. Monitoring and Evaluation

- A. Establish metrics and indicators to measure communication effectiveness
- B. Regularly monitor and evaluate communication activities
- C. Make necessary adjustments based on feedback and insights

X. Budget and Resources

- A. Determine the budget allocation for communication activities, including campaigns
- B. Identify necessary resources and personnel for effective implementation (include volunteers)

XI. Timeline

- A. Develop a timeline with specific milestones and deadlines for communication tasks, including campaign activities

XII. Crisis Communication Scenario Planning

- A. Anticipate potential crises or challenges
- B. Prepare response strategies and messages for each scenario

XIII. Conclusion

- A. Recap the key components of the communications plan
- B. Emphasize the importance of flexibility and adaptation in response to changing circumstances

It is advised to continue revisiting the plan and updating it according to your changing situation and crisis developments. This is ideally done every three to six months.