

Public Relations Plan Template

This public relations plan, prepared by [preparer] has been developed exclusively for [insert organization name].

Executive Summary

The Executive Summary contains an overall summary of the plan you intend to set forth on the subsequent pages. (Consider completing this last—as it should be concise yet poignant as an introduction into your plan.)

Situation Analysis

Following extensive research (note, most companies and people avoid research due to cost but it is the foundation of any plan so you must push hard to do some research at the onset, before a plan is created to guide your work), the circumstances and situation impacting [insert company, product or person] appear to be as follows:

- The attitudes of consumers towards [insert company or client here] indicate that [...]
- In comparison with the leading competitors in the category, [insert company or client here] is performing strongly in the following areas [...]
- We conclude that some of the weakness of [insert company or client here] seem to be [...]
- A public relations program is needed because [...]

Goal

- List your overarching item here – answer: what do you intend do?

Objectives

- Identify your specific and measurable objectives of your communications efforts – you can do that by following this format:
 - 1) [Objective one]
 - a. [Reasoning]
 - b. [Benefits]
 - c. [Measurement]
 - 2) [Objective two]
 - a. [Reasoning]
 - b. [Benefits]
 - c. [Measurement]

Target Audiences

- List the audiences that the communications efforts will reach or address – get as specific as possible – focus on the demographic(s) you will target through the plan. It is advised that you be extremely specific vs general in this section. Go as deep as possible – explore: age, sex, location, likes, dislikes, habits, what they read, where they are online, etc. This is one of the most useful tools in creating a robust program.

Target Media

In the day and age where the media is a bigger entity than just a newspaper or outlet, it is critical to understand who you are targeting and want to target. Get specific here and list new types of media to be reached, including specific websites, blogs, influencers, news sources, journals, etc.

Messaging

As part of the research phase, understand your key messages and define those out here. Begin to architect your message map for each audience.

Strategies

How are you going to get your communications items accomplished? These are higher level ways of communicating your objectives but they are not super detailed yet. That's a tactic.

Tactics

Get detailed. Take your strategies and list the categories of your action items (ex: Media Relations). List specific actions to be taken under this umbrella, this includes:

- Media relations – proactive and reactive
- Press release program
- Editorials
- Events
- Social media
- Speaking opportunities
- Videos
- Podcasts
- Newsletters
- Executive positioning
- Corporate social responsibility program
- Website
- Search optimization
- Search marketing
- Crisis preparedness and issues planning

Timeline

Break it out by month or timeframe

List Categories Mentioned in "Tactics" Section

- List specific actions to be taken under this umbrella during this timeframe

Budget

Include a breakout of estimated costs here.

Measurements / Key Performance Indicators

In this section, break out and define how you will achieve the work and rate it as an effective program. Include a timeframe for assessing the plan throughout the year. Show what elements or results will be necessary to indicate the success or failure of the program – and discuss how this will be addressed.