**Name of Project: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ - Communications Plan**  
**Communications Outputs**

|  |  |  |  |
| --- | --- | --- | --- |
| **Output/Activity** | **Detail** | **Frequency/Schedule** | **Additional** |
| Communications Lead |  |  |  |
| Web page |  |  | Webpage will carry PEACE IV and SEUPB plus Sligo County Council and LCDC logos |
| Social Media |  |  | Tagging of SEUPB and Sligo County Council on Facebook & Twitter posts Use of #PEACEIV hashtag |
| Marketing Materials |  |  | Inclusion of PEACE IV & SEUPB plus Sligo County Council and LCDC logos |
| Ezine |  |  |  |
| Newsletter |  |  |  |
| Launch event | Event to promote start of Project |  | Plan event with ongoing contact with Peace IV Team |
| Closing event | Event to mark closure of PEACE IV Project |  | Plan event with ongoing contact with Peace IV Team |
| Press Release | Write and issue press release at key stages of Project |  | Recognition of PEACE funding, role of accountable Departments and SEUPB to be included. Reference to Sligo County Council and LCDC. |
| Signage | Installation of correct signage and plaques |  | Sign and Plaque to be designed with proofs to be reviewed by Peace IV Team and SEUPB |
| Internal/ Stakeholder Awareness | Make stakeholders and organisation’s staff aware of the PEACE IV Programme |  | Internal communication channels to be used where relevant. |

**Crisis Communications Plan**

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| --- | --- | --- | --- |
| **Potential Crisis** | **Pro-active – Prevention** | **Re-active - Response** | **Additional Notes** |
| Promotional materials produced with no/incorrect PEACE/EU/ SEUPB logos | Proofing of all promotional materials at draft stage. Send to Peace IV Team who will forward to SEUPB Communications Team for proofing/comments/approval |  | SEUPB Communications Team communications@seupb.eu 048 9026 6691  Out of hours 0044 7834 778018 |
| Absence of PEACE/SEUPB/EU/Accountable Departments recognition in press release/ezine/newsletter/leaflets/web page | Proof of draft text to be sent to Peace IV Team and then forwarded to SEUPB Communications Team prior to issuing/printing |  |
| Negative coverage of Project and as a result wider Sligo PEACE IV Programme in print media |  | Obtain copy of article, discuss and plan response of Project promoter with Peace IV Team and Sligo County Council in conjunction with SEUPB |
| Negative coverage of Project and as a result wider Sligo PEACE IV Programme on radio/TV |  | Review clip of media, discuss, plan response of Project promoter with Sligo Peace IV Team and Sligo County Council in conjunction with SEUPB |
| Offensive or defamatory posts in response to Project posting on social media (Facebook/Twitter) |  | Project promoter will reserve the right to delete messages that are considered to be offensive or defamatory in nature.  Project promoter also reserve the right to block the sender of such messages and/or posts |
| Spokesperson for Project fails to mention/acknowledge PEACE IV/EU/SEUPB during interview | Project Communications Lead will brief and prepare spokesperson in advance of interview |  |