

Communications action plan

Preparatory phase (short term)

Proposed activity	Purpose	Stakeholder group	Comms channel	Frequency	Cost	Measure of success	Referen
Prepare and implement brief branding guidelines to ensure consistency of font / style / logo / tone etc.	<ul style="list-style-type: none"> ▪ Present a strong coherent brand 	<ul style="list-style-type: none"> ▪ Members ▪ Wider sector ▪ Relevant bodies ▪ Public 	<ul style="list-style-type: none"> ▪ Internal 	One off (but amended as required)		<ul style="list-style-type: none"> ▪ Brief branding guidelines documented 	Note 1
Set up branded email footer for outgoing emails	<ul style="list-style-type: none"> ▪ Present a strong coherent brand ▪ Provide a visible point of contact ▪ Publicise comms channels and other important info 	<ul style="list-style-type: none"> ▪ Members ▪ Wider sector ▪ Relevant bodies ▪ Public 	<ul style="list-style-type: none"> ▪ Email ▪ Links to other channels 	One off (but amended as required)		<ul style="list-style-type: none"> ▪ Email footer created ▪ Email footer in use ▪ Email footer updated 	Note 2
Set up and manage database of members using Mailchimp	<ul style="list-style-type: none"> ▪ Create a user friendly way of managing contacts for communications 	<ul style="list-style-type: none"> ▪ Members 	<ul style="list-style-type: none"> ▪ Internal ▪ Mailchimp 	One off (plus updating when new members join or old members leave)		<ul style="list-style-type: none"> ▪ Contacts uploaded 	Note 3
Prepare and distribute 'What we have done	<ul style="list-style-type: none"> ▪ Demonstrate the value of membership 	<ul style="list-style-type: none"> ▪ Members 	<ul style="list-style-type: none"> ▪ E-bulletin ▪ Personal 	Updated at least		<ul style="list-style-type: none"> ▪ Positive feedback from recipients 	Note 4

	renewal			renewal info		awareness of TMF activity	
Prepare and distribute membership joining pack	<ul style="list-style-type: none"> ▪ Distribute membership information to those who request it ▪ Increase awareness of the benefits of membership 	<ul style="list-style-type: none"> ▪ Wider sector 	<ul style="list-style-type: none"> ▪ Email ▪ Website ▪ Hard copy? 	One off (but amended as required)	Possible cost for printing	<ul style="list-style-type: none"> ▪ Positive feedback from recipients ▪ New members join 	Note 5
Prepare and distribute 'Benefits of membership' document	<ul style="list-style-type: none"> ▪ Increase awareness of the benefits of membership for the wider sector ▪ Attract new members 	<ul style="list-style-type: none"> ▪ Wider sector 	<ul style="list-style-type: none"> ▪ Website ▪ Leaflet ▪ Part of joining pack 	At least annually	Cost for printing leaflet format	<ul style="list-style-type: none"> ▪ Positive feedback from recipients ▪ New members join 	Note 6
Add 'Thinking of joining' page to website	<ul style="list-style-type: none"> ▪ Provide information for inbound traffic ▪ Attract new members ▪ Increase awareness of the benefits of membership 	<ul style="list-style-type: none"> ▪ Wider sector 	<ul style="list-style-type: none"> ▪ Website 	One off (but amended as required)	Cost for web design	<ul style="list-style-type: none"> ▪ Hits on web page ▪ New members join 	Note 5
Prepare and distribute membership renewal pack	<ul style="list-style-type: none"> ▪ Demonstrate the value of membership ▪ Encourage membership renewal 	<ul style="list-style-type: none"> ▪ Members 	<ul style="list-style-type: none"> ▪ Personal email 	Annually, at membership renewal time		<ul style="list-style-type: none"> ▪ Current members renew their membership 	Note 7
Set up and launch Traditional Music forum e-bulletin	<ul style="list-style-type: none"> ▪ To notify members that they will receive an e-bulletin as a benefit of their membership 	<ul style="list-style-type: none"> ▪ Members 	<ul style="list-style-type: none"> ▪ Email – Mailchimp 	One off		<ul style="list-style-type: none"> ▪ Launch e-bulletin sent out to members ▪ Positive feedback from recipients 	Note 8
Identify and make contact with key websites and e-bulletins in the sector, and use these to disseminate TMF info	<ul style="list-style-type: none"> ▪ Tell key stakeholders about Traditional Music Forum activities ▪ Work towards shared goals ▪ Provide a visible point of contact 	<ul style="list-style-type: none"> ▪ Members ▪ Wider sector ▪ Relevant bodies 	<ul style="list-style-type: none"> ▪ Email ▪ External websites ▪ External e-bulletins 	One off (but updated as required)		<ul style="list-style-type: none"> ▪ List of key websites and e-bulletins prepared ▪ Use these to disseminate TMF info 	Note 9

	<ul style="list-style-type: none"> ▪ Advocacy ▪ Raise the profile of traditional music ▪ Encourage uptake of Traditional Music Forum membership 						
Identify and attend external networking events	<ul style="list-style-type: none"> ▪ Tell key stakeholders about Traditional Music Forum activities ▪ Work towards shared goals ▪ Provide a visible point of contact ▪ Encourage uptake of Traditional Music Forum membership ▪ Advocacy ▪ Raise the profile of traditional music 	<ul style="list-style-type: none"> ▪ Members ▪ Wider sector ▪ Relevant bodies 	<ul style="list-style-type: none"> ▪ In person ▪ Leaflets 	Ongoing (set target for number to attend)	Cost of attendance and expenses	<ul style="list-style-type: none"> ▪ Attendance of a target number of key events 	Note 9
Continue to use Twitter as you already do	<ul style="list-style-type: none"> ▪ Publicise Traditional Music Forum activities ▪ Provide a visible point of contact ▪ Advocacy ▪ Raise the profile of traditional music ▪ Generate dynamic content for the website 	<ul style="list-style-type: none"> ▪ Members ▪ Wider sector ▪ Relevant bodies ▪ Public 	<ul style="list-style-type: none"> ▪ Twitter 	Ongoing (allocate an amount of time per week to social media)		<ul style="list-style-type: none"> ▪ Increase in followers ▪ TMF tweets retweeted 	
Continue to use TMF website as you already do (but aim to use other comms channels to direct more traffic to it)	<ul style="list-style-type: none"> ▪ Publicise Traditional Music Forum activities ▪ Provide visible point of contact ▪ Advocacy ▪ Raise the profile of traditional music 	<ul style="list-style-type: none"> ▪ Members ▪ Wider sector ▪ Relevant bodies ▪ Public 	<ul style="list-style-type: none"> ▪ Website ▪ Links from other comms 	Ongoing	Cost for web design	<ul style="list-style-type: none"> ▪ Increased hits on website 	

Set up a LinkedIn group for people working in traditional music	<ul style="list-style-type: none"> ▪ Tell them about Traditional Music Forum activities ▪ Provide a visible point of contact ▪ Contribute to infrastructure ▪ Advocacy ▪ Create and reinforce a network ▪ Remind members of Traditional Music Forum presence ▪ Raise the profile of traditional music 	<ul style="list-style-type: none"> ▪ Members ▪ Wider sector ▪ Relevant bodies ▪ Public 	<ul style="list-style-type: none"> ▪ LinkedIn 	Ongoing (allocate an amount of time per week to social media)		<ul style="list-style-type: none"> ▪ People join the group ▪ People post content 	Note 10
Set up a Facebook page for Traditional Music Forum and Traditional Music Forum members to publicise their events	<ul style="list-style-type: none"> ▪ Tell them about Traditional Music Forum activities ▪ Provide a visible point of contact ▪ Advocacy ▪ Create and reinforce a network ▪ Remind members of Traditional Music Forum presence ▪ Raise the profile of traditional music 	<ul style="list-style-type: none"> ▪ Members ▪ Wider sector ▪ Relevant bodies ▪ Public 	<ul style="list-style-type: none"> ▪ Facebook 	Ongoing (allocate an amount of time per week to social media)		<ul style="list-style-type: none"> ▪ People like the page ▪ People post content 	Note 11
Prepare tick list and materials to assist with joined up communications	<ul style="list-style-type: none"> ▪ Plan for each method of communication to publicise the others 	<ul style="list-style-type: none"> ▪ Members ▪ Wider sector ▪ Relevant bodies ▪ Public 	<ul style="list-style-type: none"> ▪ Internal ▪ Website 	One off (but updated as new channels as used)		<ul style="list-style-type: none"> ▪ Tick list prepared ▪ Statement prepared ▪ Website updated 	Note 12

Embedding phase (medium term)

Proposed activity	Purpose	Stakeholder group	Comms channel	Frequency	Cost	Measure of success	Referen
Focused and joined up communications	<ul style="list-style-type: none"> ▪ Use each method of communication to publicise the others, to enhance visibility and opportunities to see ▪ Use communications about activities to increase visibility and understanding of Traditional Music Forum 	<ul style="list-style-type: none"> ▪ Members ▪ Wider sector ▪ Relevant bodies ▪ Public 	<ul style="list-style-type: none"> ▪ Website ▪ All 	Ongoing		<ul style="list-style-type: none"> ▪ Tick list used regularly / linked comms 	Note 12
Traditional Music forum e-bulletin (ongoing)	<ul style="list-style-type: none"> ▪ Create and reinforce a network ▪ Tell them about Traditional Music Forum activities ▪ Start a dialogue ▪ Communicate key messages to Traditional Music Forum members on a regular basis ▪ Add value to membership ▪ Demonstrate the value of membership ▪ Improve member satisfaction and awareness of activities 	<ul style="list-style-type: none"> ▪ Members 	<ul style="list-style-type: none"> ▪ Email – Mailchimp 	6 – 12 x per year		<ul style="list-style-type: none"> ▪ Achieved target number of e-bulletins sent per year ▪ Track stats in Mailchimp and look to maintain or improve ▪ Positive feedback from recipients ▪ Members wishing to feature in e-bulletin 	Note 8
Regular update to Creative Scotland Comms Team	<ul style="list-style-type: none"> ▪ Make Creative Scotland aware of Traditional Music Forum activity ▪ Work towards shared goals ▪ Encourage Creative Scotland to disseminate Traditional Music Forum information via their channels 	<ul style="list-style-type: none"> ▪ Members ▪ Wider sector ▪ Relevant bodies ▪ Public 	<ul style="list-style-type: none"> ▪ Briefing Paper 	Monthly or at Trad Arts working group		<ul style="list-style-type: none"> ▪ Creative Scotland disseminate information provided 	Note 13

	<ul style="list-style-type: none"> ▪ Increase visibility of Traditional Music Forum brand and activities ▪ Advocate for traditional music ▪ Publicise traditional music 						
Add a 'Members only' page to Traditional Music Forum website	<ul style="list-style-type: none"> ▪ Create and reinforce network ▪ Increase traffic to website ▪ Increase awareness of the benefits of membership ▪ Add value to membership 	<ul style="list-style-type: none"> ▪ Members 	<ul style="list-style-type: none"> ▪ Website 	One off (but updated as required)	Cost for web design	<ul style="list-style-type: none"> ▪ Hits on web page ▪ New members join 	Note 14
Identify and work with key influencers	<ul style="list-style-type: none"> ▪ Tell them about Traditional Music Forum activities ▪ Work towards shared goals ▪ Provide a visible point of contact ▪ Advocacy ▪ Raise the profile of traditional music 	<ul style="list-style-type: none"> ▪ Members ▪ Wider sector ▪ Relevant bodies 	<ul style="list-style-type: none"> ▪ In person ▪ Email ▪ As required 	Ongoing	Expenses	<ul style="list-style-type: none"> ▪ Increased opportunities to disseminate information ▪ Contacts approaching Traditional Music Forum for advice or information 	Note 15
Plan and run events programme	<ul style="list-style-type: none"> ▪ Publicise Traditional Music Forum activities ▪ Provide a visible point of contact ▪ Create and reinforce a network ▪ Work towards shared goals ▪ Create a dialogue ▪ Advocacy ▪ Raise the profile of traditional music ▪ Encourage uptake of Traditional Music Forum membership 	<ul style="list-style-type: none"> ▪ Members ▪ Wider sector ▪ Relevant bodies 	<ul style="list-style-type: none"> ▪ All channels 	Ongoing	Cost for running events	<ul style="list-style-type: none"> ▪ Good attendance at events 	Note 16

Advanced phase (longer term)

Proposed activity	Purpose	Stakeholder group	Comms channel	Frequency	Cost	Measure of success	Referen
Consider inviting influential contacts to join Traditional Music Forum Board	<ul style="list-style-type: none"> ▪ Enhance the influence of Traditional Music Forum ▪ Ensure key influencers have information about Traditional Music Forum ▪ Ensure key influencers feel loyal towards to Traditional Music Forum 	<ul style="list-style-type: none"> ▪ Members ▪ Wider sector ▪ Relevant bodies 	<ul style="list-style-type: none"> ▪ In person ▪ Email 	As required	Expenses	<ul style="list-style-type: none"> ▪ New Board members join 	Note 15
Joint publications with other trad arts organisations	<ul style="list-style-type: none"> ▪ Collaborate with stakeholders ▪ Work towards shared goals ▪ Position Traditional Music Forum as expert ▪ Provide a visible point of contact ▪ Advocacy ▪ Raise the profile of traditional music. 	<ul style="list-style-type: none"> ▪ Members ▪ Wider sector ▪ Relevant bodies 	<ul style="list-style-type: none"> ▪ Publications 	Occasional (set target)		<ul style="list-style-type: none"> ▪ Publications prepared 	
Write articles for key sector journals and websites	<ul style="list-style-type: none"> ▪ Position Traditional Music Forum as expert ▪ Provide a visible point of contact ▪ Advocacy ▪ Raise the profile of traditional music 	<ul style="list-style-type: none"> ▪ Members ▪ Wider sector ▪ Relevant bodies 	<ul style="list-style-type: none"> ▪ Journals ▪ External websites 	Occasional (set target)		<ul style="list-style-type: none"> ▪ Articles accepted for publication 	
Press releases	<ul style="list-style-type: none"> ▪ Publicise Traditional Music Forum activities ▪ Position Traditional Music 	<ul style="list-style-type: none"> ▪ Members ▪ Wider sector ▪ Relevant bodies 	<ul style="list-style-type: none"> ▪ Press releases ▪ Website 	To accompany key events		<ul style="list-style-type: none"> ▪ Press releases written, put on website and 	Note 17

	<ul style="list-style-type: none"> Forum as expert ▪ Provide visible point of contact ▪ Advocacy ▪ Raise the profile of traditional music 	<ul style="list-style-type: none"> ▪ Public 		or activities		<ul style="list-style-type: none"> distributed to press contacts ▪ Stories taken up by press 	
Communicate with the public via embedded key messages and increased reach	<ul style="list-style-type: none"> ▪ Traditional music is an integral part of Scottish culture 	<ul style="list-style-type: none"> ▪ Public 	<ul style="list-style-type: none"> ▪ Inbound traffic (website, Twitter) ▪ Press articles 	Ongoing		<ul style="list-style-type: none"> ▪ Articles published in public press ▪ Individual followers on Twitter 	
Feature on radio / TV	<ul style="list-style-type: none"> ▪ Position Traditional Music Forum as expert ▪ Provide a visible point of contact ▪ Advocacy ▪ Raise the profile of traditional music 	<ul style="list-style-type: none"> ▪ Members ▪ Wider sector ▪ Relevant bodies ▪ Public 	<ul style="list-style-type: none"> ▪ Radio ▪ TV 			<ul style="list-style-type: none"> ▪ Invitations to feature offered ▪ Features on radio / TV occur 	Note 18
Publish a blog	<ul style="list-style-type: none"> ▪ Position Traditional Music Forum as expert ▪ Provide a visible point of contact ▪ Advocacy ▪ Raise the profile of traditional music 	<ul style="list-style-type: none"> ▪ Members ▪ Wider sector ▪ Relevant bodies ▪ Public 	<ul style="list-style-type: none"> ▪ Blog ▪ Website ▪ Social media 			<ul style="list-style-type: none"> ▪ Track reads and sources of traffic 	Note 19
Generate research of interest to sector	<ul style="list-style-type: none"> ▪ Add to the knowledge pool ▪ Respond to member needs and interests ▪ Work towards shared goals ▪ Present Traditional Music Forum as experts ▪ Generate something new to 	<ul style="list-style-type: none"> ▪ Members ▪ Wider sector ▪ Relevant bodies ▪ Public 	<ul style="list-style-type: none"> ▪ All channels ▪ Press releases (for identified areas of public interest) 			<ul style="list-style-type: none"> ▪ Research undertaken and report prepared ▪ Report disseminated ▪ Interest from members and the 	

	communicate about					wider sector	
Stakeholder survey	<ul style="list-style-type: none"> ▪ Measure changes in awareness and satisfaction (evidencing success of communications) ▪ Give members the opportunity to share their views ▪ Publicise Traditional Music Forum to potential members and source leads. 	<ul style="list-style-type: none"> ▪ Members ▪ Wider sector ▪ Relevant bodies ▪ Public 	<ul style="list-style-type: none"> ▪ E-bulletin ▪ Personal email ▪ Twitter ▪ Relevant external e-bulletins and websites 	Annually or every other year	Consultant cost	<ul style="list-style-type: none"> ▪ Survey undertaken and report prepared ▪ High levels of member response ▪ Warm leads for membership sourced and followed up with joining pack ▪ Improvements in communications outcomes evidenced 	