

COMMUNICATION PLAN CANVAS

for social enterprises

OBJECTIVES



What do you want to achieve with your communication?
(formulate SMART objectives)

Example: Increase the visibility of our mission by 30% in 6 months

TARGET AUDIENCE

Who are you communicating with?
Segment your audience into clear groups.

Adjust your tone, message, and channel to each target group.



MESSAGE

What message do you want to bring across to each group?
Make sure the message reflects your values and core activities



TIMELINE

What is the timing of your communication?

Include specific dates and durations.



+ EXTERNALITIES

Which external trends or developments can support your communication efforts?

→ For example: growing interest in sustainability, new subsidy channels, social media trends, technological innovations.

COMMUNICATION CHANNELS

Through which channels will you communicate? Choose a mix of online and offline tools.

Match the channels to where your target group is most active



EVALUATION METRICS

How will you measure whether your communication was effective?



RESPONSABLE PERSONS

Who is responsible for which parts of the plan?
Assign names or teams to each component.

Clear roles = smooth execution.

BUDGET

What are the expected costs and available resources?
Include printing costs, ad spend, tools/software, etc.

Keep in mind: time is also a resource

- EXTERNALITIES

Which external threats or challenges could impact your communication success?

→ Consider: negative press, social polarization, limited access to digital tools, regulations.

PARTNERSHIPS & STAKEHOLDERS

Which organizations, networks, or key individuals can help amplify your message?

IMPACT REPORTING & STORYTELLING

How will you communicate your social impact in a compelling and transparent way?