Communications Plan Template

Situation Analysis
• What is the current business climate? (Strengths, weaknesses, opportunities, and threats)
• What are the business objectives?
• Are there audience gaps in perception that need to be closed?
• How can communications best support the achievement of the business objectives?

Communications Objectives
• What are the communications measurable outcomes we are trying to achieve by implementing this plan? (Note: Communications objectives are not business objectives, although they support the business objectives.)

Audiences
• Who needs to receive the communications to ensure achievement of the communications objectives? (Include internal and external audiences.)

Key Messages
• What do you want the audiences to know or believe? (Target number of messages is 3-5. Messages may include specific proof points.)

Strategy
• How are you framing the issues?
• What audiences will you focus on, and why?
• What communications channels will you use, and why?
• How will you stage the flow of communications over time? Does the plan have phases?

Tactics
• By audience, list and describe the communications activities you will implement to achieve the communications objectives.

Measurement
• How will you measure success?
• Are there general metrics of measurement?
• Are there specific metrics to measure effectiveness of specific tactics?
• Include both qualitative and quantitative means of evaluation.