**Developing a basic Communications Plan**

**Basic Communications Plan Template**

* A communication plan is a tool to establish agreement among stakeholders in an organization to address a business or project objective.
* The plan ensures consistency of messaging across a range of channels sets expectations and builds confidence.
* The size and length of a plan can vary greatly based on the objectives. This basic communications plan template provides a beginning framework for addressing issues and helps facilitate discussion.

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| **Target completion date** | * This date is when activities will be completed by, usually after the Review phase.
* Distribution dates for individual communications can be provided in an activity grid.
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| **Background** | * The background section should provide stakeholders enough information about the project to understand the need for this communications plan.
* The background is an introduction to what the plan’s objective is.
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| **Objectives** | * In a short set of statements, outline what the plan’s objectives are, and how they will address the action stated in the background section.
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| **Key messages** | * Using bullet points, succinctly list each key message this plan will communicate.
* These may vary according to audience.
* What is the evidence, proof and support of each key message?
* Ensure that each key message is aligned with the projects overall brand messaging and objectives
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| **Risks** | * Outline each of the risks associated with this plan and the actions taken to mitigate these risks.
* Outline scenarios including if the communications plan does not proceed, if distribution dates are not met, or if audiences do not receive the right key messages.
* Are there governance or reputational risks?
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| **Impact** | * Are there any financial impacts or risks associated with this plan?
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| **Stakeholders - primary**  | * Identify the primary group of stakeholders for the project – include anyone who needs to be made aware of any of the key messages, e.g any internal staff or external advocates
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| **Stakeholders -secondary**  | * Identify the secondary group of stakeholders for the project – include anyone who needs to be made aware of any of the key messages.
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| **Media** | * The media will be a key influencer to all audiences, outline which media.
* This may include trade publications, daily newspapers, consumer media, and broadcast, among others.
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| **Channels** | * Provide an overview of which channels of communication will be utilized in this plan to reach audiences.
* Use the schedule at the end of the plan to specify which communications piece will distribute via which channel.

 Mail Email Newsletter Website  Phone Intranet Meeting Social Media  |
| **Responsibilities** | * Specify each individual who will produce, be consulted and sign off on communications before distributing.
* Outline responsibilities for each which may include agreeing to the overall approach and key messages, and/or signing off on individual communication pieces.
* Also list which individuals or groups where additional support is required but who are not signing off on content.
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| **Review** | * How will the communications results be measured, reviewed and reported?
* What are the key performance indicators for communications?
* How will findings be addressed or implemented for future communication plans?
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