

COMMUNICATIONS PLAN TEMPLATE

A Communications Plan may be utilized for a small initiative or project to a large-scale community-wide engagement effort. Either way, a Communications Plan is a great way to articulate goals, clearly define audience and message, and outline accountability.

A general outline is presented below with a sample of questions to ask as you develop the plan:



Goals and Objectives

What is the overarching goal?

Are there short term and long-term goals?

Can your goals and objectives be classified into SMART goals?



Audience

Who are your internal and external stakeholders? Who are your champions?

Are there influencers or other forces that will influence your audience?

Can you segment your audience for better targeting? If so, how?



3

Messaging

What is your main message and supporting submessages and how do they apply to each of your audience?

Can you tell a story or compelling narrative with your messages that support your goals and objectives?

Is your message easily understandable among many audiences?



4

Communication and Engagement Tactics

Which mediums are the best way to reach your stakeholders and segmented audiences?

Are there unique communication channels or engagement opportunities to create excitement or support around your message?

Who will be responsible for tactic implementation?



5

Messaging

Can you measure based on SMART goals (see goals and objectives)?

How will you measure success and how frequently will you do it?

Is there room to adjust messaging based on how you plan to measure?