

# Communication Plan Template

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## **1. What do you want to achieve?**

What is the one outcome that you want to achieve with the delivery of this communication plan?

## **2. What is your vision?**

How will you stand out now and in the next 3, 6 or 12 months?

## **3. Who are you communicating with?**

Who are the audiences and where are they now in terms of what you need to communicate (internal and external)?  
What do you want them to think, feel or do?

## **4. How will you reach different audiences?**

What tools are available to contact each audience?

## **5. Key messages**

What do you want people to hear and understand to achieve your outcome?  
Should the messages be different for different audiences, so they are meaningful and resonate?

## **6. Measurement of success**

What will you measure to tell you if your communication was successful?

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## 7. Activity Schedule

<b>When?</b> Date/time	<b>Who?</b> The audience	<b>What?</b> Your communication activity/channel	<b>The message</b>	<b>Who will make this happen?</b> Including sign offs	<b>Notes/Status</b>