Communication Plan

for [name of project/activity]

[author/drawn up by, role/title]

Person responsible:

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# Background

Describe the background to and reason for the communication initiative being planned. Provide a context. For example, are there currently other events happening within the organisation that may be relevant?

# Purpose, goals and strategy

## Purpose

Describe the purpose of the communication. Why should something be communicated and what effect do you want it to have?

## Goals

Describe the concrete results you want the communication to achieve. These goals can be quantitative and qualitative.

They can be divided into:

* *Knowledge* goals – what should the target audience know?   
  Is there a scale from “know of” to “be able to list, know, understand”?
* *Attitude* goals – what should the target audience’s opinion be?   
  Is there a scale from “tolerate” to “love”?
* *Behavioural* goals – what should the target audience do?   
  Is there a scale from “try once” to “always do”?

## Strategy

Link the strategy to the needs and circumstances of your communication. Every project entails risk and opportunity.

* What could work against the goals of your communication? What barriers are there?
* Is there anyone who is important to the project being communicated in the best way possible?
  + Can we use any ambassador(s)?

# Message, target audiences and channels

## Message

Whatever the context, the message must be clear. Often there is one main message and additional supporting messages. Depending on the context, answering the following questions may be helpful:

* **What** is it about?
* **Who** is targeted by the initiative?
* **Who/what** is affected?
* **Why** should something be done?
* **How** should it be done?
* **When** should something happen?
* **Where** will it happen?
* **Who** is the contact person if there are questions?

## Target audiences

Define the target audiences.

* What is their situation?
* Should specific audiences be prioritised?
* Adapt the message to the target audience’s current knowledge and needs – use the message prompts above.

## Channels

Channels could include:

* Personal channels (e.g. meetings)
* Digital/electronic channels (e.g. intranet, external website, blog)
* Printed channels (e.g. brochures, posters)

# Responsibility and resources

Who is responsible for each part of the communication initiative? Managers have a particular responsibility for communication.

## Resources

What resources are available for communication, in terms of money and people?

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# Time and activity plan

Enter the planned communication initiatives (message and target audience), the dates they are expected to be completed and a short description. If the communication plan is for a long period of time, you can divide it into monthly activities. Adding these as an appendix could be a good idea, as they will be updated more frequently than the communication plan as a whole.

| Why (goals) Knowledge, attitude, behaviour | What  Content, message, argument | Target audience | Channel | When | Spokesperson, if any | Person responsible | Status |
| --- | --- | --- | --- | --- | --- | --- | --- |
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