**INTERNAL COMMUNICATIONS SUMMARISED PLANNING TEMPLATE**

**(ADD NAME OF PROJECT / CAMPAIGN)**

|  |  |
| --- | --- |
| **Authors** |  |
| **Signed off by** |  |
| **Communications lead** |  |

1. WHAT? KEY MESSAGES
   1. **Key messages**

*Set out the single most important message that makes the project truly engaging to your target audience. Support this with the key reasons why they should believe it.*

1. WHO? STAKEHOLDER ANALYSIS

Who is the communication aimed at? Think about all the internal and external stakeholders that may be affected by the development/change, whether directly or indirectly. Think about what outcomes you want to achieve – do you want to drive a change in the way they think or feel, or change how they behave?

| **Stakeholder Group** | **Includes** | **What we want them to think** | **What we want them to feel** | **What we want them to do** | **Typical Channels** | **Owner** |
| --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

1. COMMUNICATION TACTICS

*Use the table below to list target audiences, the key messages that need to be communicated and the communication channels to be used. Tie together the rest of the plan in this section.*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Date/Deadline** | **Event/Activity** | **Key messages** | **Audience** | **Owner/s** | **Completed** |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |