**INTERNAL COMMUNICATIONS PLANNING TEMPLATE**

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

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

1. WHY? PROJECT SUMMARY - BACKGROUND & OBJECTIVES
   1. **Background**

*Include a short summary of the background to the project/campaign or change that requires a communications plan.*

* 1. **Communication Objectives**

Clearly define what the purpose of the communications plan will be and what outcome you are looking for in terms of awareness, attitude and/or behavior. Sometimes the detail may be more specific to a particular audience. The objectives should be SMART (Specific, Measureable, Achieveable, Agreed, Realistic and Time- bound) and you should have, ideally, no more than 5 or 6.

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** |
| --- | --- | --- | --- | --- | --- | --- |
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1. HOW WELL? HOW WILL THE CAMPAIGN BE ASSESSED?

*To assess whether your communications plan has been successful, you will need to be able to evaluate the response. The evaluation may be ongoing through the delivery of the plan, or it could take place at the end of the project.*

1. KEY ISSUES AND QUESTIONS (RISK)

*Identify any issues or key questions stakeholders may voice in association with this project/campaign. Detail how planned communications can work to minimise these issues.*

| **Risk** | **More detail** | **Mitigated by** |
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1. TIMELINE

*What are the project’s milestones and key dates? When will you need to communicate over the course of the project? List the key dates.*

|  |  |
| --- | --- |
| **MONTH** | **ACTIVITY / EVENT** |
| January |  |
| February |  |
| March |  |
| April |  |
| May |  |
| June |  |
| July |  |
| August |  |
| September |  |
| October |  |
| November |  |
| December |  |

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.*

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

*Set out the budget available, cost centre and project code. Set out the lead approver(s) for this project/campaign.*