[Project Name] – Communications Plan

Current as of [Date]

**Note**: The yellow-highlighted bits are for descriptive purposes only. You should revise / delete those portions as you build your plan.

# Executive Summary

The executive summary is a brief overview of your communications plan. It’s an easy read that sums up all the important points so that a busy executive can scan and understand it in less than two minutes.

# Program Overview and Objectives

BRIEFLY describe the project/initiative and its connection to an existing strategy and/or business need. Include any key changes and challenges.

# Communication Strategy

Explain your approach to the project. This could involve sharing information about the business and communication environment, including any specific challenges.

# Communication Goals and Objectives

Explain what you will accomplish. Note: one of the most common areas of confusion is the difference between goals and objectives. Goals state what you would like to achieve in a broad sense. Objectives specifically define the desired results and can be set using the SMART framework (Specific, Measurable, Achievable, Relevant, Time-framed). This way, you’ll know in advance how to measure results and what success will look like.

# Audiences

List the different audiences and what you need them to think, feel and do. This helps you understand how the messages are different for each audience.

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| --- | --- | --- | --- | --- |
| **Audience** | **What we want them to…** | | | |
| **Know** | **Think** | **Feel** | **Do** |
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# Timeline for Communications Deliverables

List only the communications deliverables below. If a detailed work plan is needed, please develop that as a separate table or document.

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| --- | --- | --- | --- | --- | --- |
| **Item** | **Timing** | **Tactic/Activity** | **Audience** | **Owner/Sender** | **Status**\*  Use: Active or Complete |
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# Key Messages / Messaging

Provide the key messages that will need to be incorporated into drafts.

# APPENDICES

# Appendix: Research

List any research (internal or external) and supporting best practices that informed the development of this plan.

# Appendix: Articles and Other Messages

When finalized, the message(s) / article(s) also can be included here.

# Appendix: Post-Communication Results/Metrics

Include links to final deliverables (articles, toolkit graphics, press releases, etc.). Also include notes about lessons learned, key metrics for both the program and communications, channel metrics (email open rates, click through rates, article views, etc.).

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **Tactic** | **Headline/Subject** | **Metrics** |
|  |  |  |  |