



INTERNAL COMMS PLANNING TEMPLATE

By SASKIA JONES

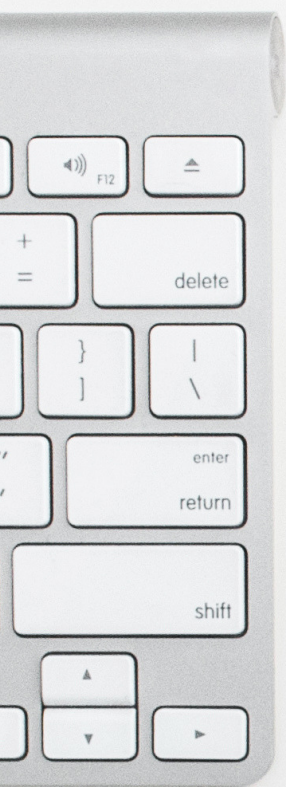
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INTERNAL COMMUNICATION TEMPLATE BY SASKIA JONES

PURPOSE: A template to be used by internal communication professionals to develop a communications plan. **Tip:** This should be a living document accessible by others. Use it in discussion with your partner team to form the plan, align it to business objectives and get approval.

1. Objective	What is the overall objective? How does it link to organisational objectives?	
2. Audience	Who is the audience? (Be as specific as possible)	
3. Head and heart	What do you want them to know, feel and do? What is the single compelling idea you want to be remembered?	
4. Messages	What are the key messages? (maximum three - short and memorable)	
5. Channels and tactics	What channels and tactics are best? (ensure these match audience need and preference)	
6. Measurement	What will you track and evaluate? What will success look like? (what are the outputs and outcomes?)	
7. Timings, resources, responsibilities	When will this happen, what resources are available, who is responsible? (Be clear on budget, timings, external comms and approvals).	



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