

Communications Plan

Use this to plan how you'll message, engage and activate your audience after your idea is approved.

1. Objective

Explain the purpose of your project.

2. Audience(s)

Primary:

Secondary:

3. Key Messages

What are the top 3 things your audience should know, feel, or do?

1. _____
2. _____
3. _____

4. Channels & Tactics

How will you deliver the message? Check all that apply and add others.

- Email
- Teams
- Bulletin board
- Meetings
- Manager Cascade
- Digital Signage/Redzone
- Other: _____

5. Timeline

When will each message go out? What's the sequence?

- Pre-launch: _____

- Launch: _____

- Reinforcement: _____

6. Messengers

Who's delivering the message?

FLT

LLT

Project manager

Project champions

Other: _____

7. Measurement & Feedback

How will you know it worked?

Survey

Behavior Change

Follow-up Conversations

Other: _____