
COMMUNICATION PLAN TEMPLATE

Objective Description	Priority (High/Medium/Low)	Timeline (Completion Date)	Audience Group	Communication Needs	Engagement Level (High/Medium/Low)	Key Message	Associated Objective	Communication Method/Channel	Purpose	Frequency

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Usage instructions:

- 1. Objective Description:** Provide a detailed explanation of the communication objective, outlining its purpose, expected outcome, and how it supports the overall goals of the project or organisation.
- 2. Priority:** Assign a priority level (High, Medium, Low) to each objective, ensuring that critical communication needs are addressed promptly.
- 3. Timeline:** Specify the timeline for the completion of each objective, including deadlines for key communication milestones.
- 4. Audience Group:** Identify the target audience for each communication effort. This could include employees, stakeholders, clients, or other relevant groups.
- 5. Communication Needs:** Describe the specific communication needs for each audience, including preferences, potential barriers, or key points of interest.
- 6. Engagement Level:** Determine the level of engagement required for each audience group (High, Medium, Low).
- 7. Key Message:** Articulate a concise and clear key message to be communicated. Ensure the message aligns with the communication objective and resonates with the target audience.
- 8. Associated Objective:** Link each key message to its associated communication objective for clarity and consistency.
- 9. Communication Method/Channel:** Identify the most appropriate method or channel for delivering the message (e.g., email, meetings, newsletters).
- 10. Purpose:** Define the specific purpose of each communication method and how it contributes to achieving the overall communication objectives.
- 11. Frequency:** Indicate how often each method will be used (e.g., weekly, monthly, ad-hoc).

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