Communications Plan Template

# Overview

|  |  |  |  |
| --- | --- | --- | --- |
| Project Name |  | | |
| Project Background | * A few key points about the project – how it came about, what the objectives are | | |
| Key audiences | **End users** | **Change leaders** | **Supporters** |
| List here  List here | List here | List here |
| Communications Outcomes | **End users** | **Change leaders** | **Supporters** |
| **Know…** | List here  List here | List here  List here | List here  List here |
| **Feel…** | List here  List here | List here  List here | List here  List here |
| **Do…** | List here  List here | List here  List here | List here  List here |
| Communications Strategy | * This is your strategic approach to communications – not your plan * For example, your strategy could involve using more face-to-face communication due to the sensitive nature of the project * Your strategy could involve leveraging the voices of key influencers in the business to help motivate, engage, and activate people | | |
| Assumptions / considerations | * What other elements do you need to consider when developing this plan? Are there other projects also being released at the same time? Have people had a poor experience with this type of project before? | | |
| Measurement | * How will you measure the success of your communication? Align your KPIs to your ‘know, feel, do’ objectives. | | |

# Key messages

## The ‘why’ – project context

* Xxxx
* Xxxx

## What’s happening

* Xxxx
* Xxxx

## Change impacts

* Xxxx
* Xxxx

# Communications Sequence

| Seq | Timing | Audience | Channel | Voice | Key message / content | Responsible |
| --- | --- | --- | --- | --- | --- | --- |
|  | 8am morning of go-live | All leaders | Microsoft Teams briefing | CEO | Today we are launching our new payroll system. Overview of the system.  You will be given information to share with your teams.  Time for Q&A. | Comms team |
|  | 9am morning of go-live | All employees | Email | CEO | Today we are launching our new payroll system. Overview of the system – link to further information on the intranet.  Attach FAQs. | Comms team |
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