

COMMUNICATION PLAN MODEL

COMMUNICATION ACTION PLAN

TIMELINE

List in sequential order when the action/event will happen. Include the month(s), day(s), and year(s) of each action or event.

AUDIENCE

Identify the person or persons you plan to communicate the information to.

OBJECTIVES

What is the purpose for the communication? Is it to provide information? Is it to tell a story? Is it to announce an important change in the organization? Is it to introduce a new strategy or provide update on an ongoing strategy?

METHOD(S)

Determine the method(s) or vehicle(s) that will be use to communicate the information. Will the information be communicated by letter or memo, internal newsletter, electronic mail, etc.? Will there be face to face meetings to communicate the information? Will the information be communicated external to the organization? If so, by what means?

MESSAGE(S)

What key messages do you need to convey to your audience? Be clear and to the point.

PRIMARY RESPONSIBILITY

Who will be responsible for planning and delivering the message(s)?

QUESTIONS AND ANSWERS

Determine the questions that your audience may have as a result of the information being communicated. Be prepared to provide specific answers.

Communication Action Plan

TIMELINE	AUDIENCE	OBJECTIVES	METHOD(S)	MESSAGE(S)	PRIMARY RESPONSIBILITY
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					