Communications Plan Template (CP0002)

Communications Plan Template

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1) Introduction

Brief overview of the scenario.

2) Situation analysis

a) Background

b) Problems

c) Opportunities

3) Communication objectives

The objectives of the communications strategy should support the objectives of the project as a whole, but they will be distinct from project objectives. They should focus on desired communication outcomes rather than methods and be specific and measurable. They would usually start with 'to...' and be restricted to only a few key points.

For example, a project aiming to reduce the number of workplace injuries in the department might have a communication objective "to raise awareness of staff safety as an issue" as distinct from an overall project objective "to reduce the number of workplace injuries".

Objectives should follow the SMART principle: Specific, Measurable, Achievable, Realistic, Time-bound

It may help to first list the project objectives followed by the communication objectives that support them.

4) Target audiences

The target audience is anyone who needs to be reached in order to achieve the communication strategy's objectives. Depending on the project, the target audience may be listed as one group or separated as below, usually starting with the most significant groups.

i) Primary

ii) Secondary

iii) Influencers/stakeholders

Remember, that 'influencers and stakeholders' may be the target audience as well as important key message communicators.

5) Key messages

These are the succinct statements that should be included in, or inform, all communication with the target audience. Frame the messages from an internal audience perspective and try to predict how the audience may respond. In most cases, two or three messages would be sufficient for one audience.

In some cases you may need to tailor individual messages to specific target audiences. The below table may assist you to show this.

a) Communication Phase #1

- Key message number 1
- Key message number 2
- Key message number 3

b) Communication Phase #2

- Key message number 1

6) Issues management

Issues management involves the early identification of risks, which may impact negatively on an organization, and the development of an issues management plan to minimize and respond to these risks. If your project is potentially sensitive, this section should identify possible issues that may arise throughout the project and outline how you will proactively work to defuse them and reactively respond to them.

A workshop with relevant stakeholders can be a beneficial way of identifying possible risk issues and producing an issues management matrix (see below).

Issue	Strategy	Communication Tools
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