**Communication Planning Template**

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| Goals/Objectives  |  |
| * Business Goals – high-level
* Measurable Communication Objectives - SMART – Specific, Measurable, Achievable, Realistic, Time-Sensitive
* Outcomes and Outputs
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| Stakeholder Analysis |  |
| * Influencers
* Target audience(s) – Demographics, Psychographics, Communication analysis
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| Strategy/Key Messages |  |
| * The overarching strategy or strategies
* Key messages
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| Tactical Plan |  |
| * Implementation/tactical plan
* Timelines
* Budget
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| * Evaluation
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| * Measuring success linked to goals and objectives
* How will we measure?
* When will we measure?
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