**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 |  | |
| Stakeholder Analysis |  | |
| * Influencers * Target audience(s) – Demographics, Psychographics, Communication analysis |  | |
| Strategy/Key Messages |  | |
| * The overarching strategy or strategies * Key messages |  | |
| Tactical Plan | |  |
| * Implementation/tactical plan * Timelines * Budget | |  |
| * Evaluation | |  |
| * Measuring success linked to goals and objectives * How will we measure? * When will we measure? | |  |