

### Communication Planning Template

Goals/Objectives	
<ul style="list-style-type: none"> <li>• Business Goals – high-level</li> <li>• Measurable Communication Objectives - SMART – Specific, Measurable, Achievable, Realistic, Time-Sensitive</li> <li>• Outcomes and Outputs</li> </ul>	
Stakeholder Analysis	
<ul style="list-style-type: none"> <li>• Influencers</li> <li>• Target audience(s) – Demographics, Psychographics, Communication analysis</li> </ul>	
Strategy/Key Messages	
<ul style="list-style-type: none"> <li>• The overarching strategy or strategies</li> <li>• Key messages</li> </ul>	
Tactical Plan	
<ul style="list-style-type: none"> <li>• Implementation/tactical plan</li> <li>• Timelines</li> <li>• Budget</li> </ul>	
Evaluation	
<ul style="list-style-type: none"> <li>• Measuring success linked to goals and objectives</li> <li>• How will we measure?</li> <li>• When will we measure?</li> </ul>	