

INTERNAL COMMUNICATIONS PLANNING

INTERACTIVE TEMPLATE

Company Name:

Job Title:

Objectives and Goals:

What do you want to achieve?

Clearly state your teams' goals and objectives and explain how they link with your companies KPI's.

1.

2.

3.

Audience:

Who do you want to reach?

Is there anything unique about your audience that could help you find an effective way to communicate?

Stakeholders

Management

Frontline Workers

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Method Strategy:

What tools will you use?

The intranet can be a tailored form of communication for your company. Identify which communication tools will be best for your team.

- Intranet
- Employee App
- Employee Recognition
- Company Announcements
- Mandatory Reads
- News Feed
- Instant Messaging
- Collaboration Hubs

Measurement:

How will you measure your progress?

Note down how you will measure the success of your communication strategy and the outcomes.

1

2.

3.

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Review:

What will your testing process look like?

Narrow down your objectives and review your strategy on a regular basis. Note down anything that could be improved.

Additional Notes:

Any additional topics or questions you need to consider when planning your internal communications strategy.

Strategy Success:

LOW	MID	HIGH
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Testing Notes: