


My Communications Plan


1. Goal(s)

- What do you want to achieve?
- Your goal(s) should be concrete and measurable.






2. Current state

- What is the current situation you're operating in?
- Who is your target audience?
- What are some opportunities to leverage?
- What are the challenges to anticipate?




3. Programs

- What programs will you implement?
- What's the message for each audience?
- What channels will you use to reach them?



4. Metrics

- What is success?
- How will you measure it?



5. Roadmap

- When will each program, or phase of a program, happen?
- Who's responsible?
- Who needs to be included?
- How / when will you evaluate?

