| **STRATEGIC COMMUNICATION PLAN TEMPLATE** | | | | | |
| --- | --- | --- | --- | --- | --- |
| **CONTEXT** | [Describe the background of your initiative] | | | | |
| **Description** | **Related announcements** | **Timelines** | **Milestones** | **Persons involved** | **Stakeholders** |
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| **ENVIRONMENTAL SCAN** | [Describe the key external factors that will affect your success] | | | | |
| **COMPETITORS' RECENT ACTIONS** | **LEGISLATIVE CONTEXT** | **MAINSTREAM MEDIA** | | **ONLINE COMMENTS** | |
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| **PEST ANALYSIS** | | | | | |
| Political factors | | | Economic factors | | |
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|  | | |  | | |
| Social factors | | | Technological factors | | |
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| **SWOT ANALYSIS** | | | | | |
| Strengths | | | Weaknesses | | |
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|  | | |  | | |
| Opportunities | | | Threats | | |
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| **STAKEHOLDERS** | [Describe stakeholders and their expected reactions] | | | | |
| What are the positions of each stakeholder on this initiative? | | | | | |
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| What reactions do you expect? | | | | | |
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| How might you use the support of those you expect to react positively? | | | | | |
|  | | | | | |
| How can you mitigate the concerns of those you expect to react negatively? | | | | | |
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| **OBJECTIVES** | [Describe what you want to achieve with the communications plan] | | | | |
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| **STRATEGY** | [Describe how you will achieve your objectives; focus on the big picture] | | | | |
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| **TARGET AUDIENCES** | [Describe the key audiences or who you are speaking to] | | | | |
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| **ANNOUNCEMENT** | [Describe what you are announcing in short] | | | | |
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| **MESSAGES** | [Describe the key messages and what you are trying to tell people] | | | | |
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| **TACTICS** | [Describe how you will implement your strategy] | | | | |
| **Tactical Options** | **Yes/No** | **Notes** | | | |
| Mentions in other announcements / events |  |  | | | |
| Media events |  |  | | | |
| Speeches |  |  | | | |
| Paper products |  |  | | | |
| Brochures |  |  | | | |
| White paper |  |  | | | |
| Advertising |  |  | | | |
| Email newsletters |  |  | | | |
| Social network outreach |  |  | | | |
| **ISSUES** | [Describe what possible problems you'll have to overcome] | | | | |
| **Issue** | **How to mitigate the issue** | | | | |
| Issue 1 |  | | | | |
| Issue 2 |  | | | | |
| Issue 3 |  | | | | |
| **BUDGET** | [Describe what your costs are] | | | | |
| **Resources** | **Planned costs** | **Actual costs** | **Other** | | |
| Resource 1 |  |  |  | | |
| Resource 2 |  |  |  | | |
| Resource 3 |  |  |  | | |
| TOTAL |  |  |  | | |
| **EVALUATION** | [Describe how you'll know if you've been successful] | | | | |
| **Metric** | |  | | | |
| Metric 1 | |  | | | |
| Metric 2 | |  | | | |
| Metric 3 | |  | | | |