| **STRATEGIC COMMUNICATION PLAN TEMPLATE** |
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| **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** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| **PEST ANALYSIS** |
| Political factors | Economic factors |
|  |  |
|  |  |
|  |  |
| Social factors | Technological factors |
|  |  |
|  |  |
|  |  |
| **SWOT ANALYSIS** |
| Strengths | Weaknesses |
|  |  |
|  |  |
|  |  |
|  |  |
| 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? |
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| How can you mitigate the concerns of those you expect to react negatively? |
|  |
| **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 |  |