

Communications Planning

GOAL: What is the desired result of your communication?	
OBJECTIVE: What do you want people to know, understand or do?	
AUDIENCE: Who needs to know? (Internal and External)	Employees Students Parents Leadership Community at-large Other: Specific subgroups:
TIMELINE: When do they need to know?	
BACKGROUND: What do people already know about this topic? Who else influences opinion?	
ANALYSIS: I anticipate people's reaction will be:	Positive Confused Concerned Negative Other:
Other barriers I foresee:	
I will overcome these barriers by:	
MESSAGES: What do they need to know and why?	

How I will communicate this message (tools/channels I will use): Electronic, Print, Interpersonal

Faculty meeting	Employee newsletter print electronic	Through department chairs/lead teachers	Bulletin board/ mailboxes/central place
Email	School website	Parent newsletter print electronic	PTO
Backpack mail	Marquee (School Sign)	Social Media	BlackBoard Connect Phone and/or email
Daily announcements	Face to face meeting	Advertisement	Homeroom
Media Release/event	Multimedia message (video/photo/podcast)	Banner / Flyer	

*Note: As a rule, tell employees first, then key communicators/influencers, then general public

**Note: People must see/hear/do something seven times for it to "stick." Be redundantly repetitive.

Communications Plan Deliverables

How will messages be communicated, when and by whom? Is there a cost associated?

Tactic	Audience	Person Responsible	Due Date	Notes/Budget

*Note: As a rule, tell employees first, then key communicators/influencers, then general public

**Note: People must see/hear/do something seven times for it to “stick.” Be redundantly repetitive.