

Communication Plan.

A template communication strategy for returning to operations post-Covid19.

AUDIENCE Who do you need to talk to? List your stakeholders.	OBJECTIVES Awareness, understanding, attitude change, or is it a behaviour shift?	MESSAGE POINTS What exactly do you need them to know? What are the facts and your assurances?	TONE OF VOICE Who is speaking and what is the tone? Respectful and assuring or condescending and authoritative?	MEDIUM Where is your audience? Determine at least 2 different mediums to reach your stakeholder groups.	FREQUENCY Decide how often each group needs to be reached and prepare an actionable comms calendar.

Budget: _____

Project owners: _____
