

COMMUNICATIONS PLAN TEMPLATE | EXAMPLE

	 Target Group	 Objective	 Message	 Anticipated reactions	 Channels	 Timing	 Responsibility
	Who will receive the message?	What do I want to achieve by sending the message?	What is the key message?	How can the target group be expected to react to the message?	Which channel to choose?	When should the message be conveyed?	Who is responsible for developing and communicating the message?

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