

COMMUNICATION PLANNING TOOLS | EXAMPLE

Channels	Our most important People stakeholders							
	1. Existing employees	2. i Ambassadors	3. Potential employees	4. Educational institutions	5. Families of employees	6. Customers & counterparties	7. Media	8. Others
Website			X			X		
Annual report						X	X	X
Newsletters	X					X (current & potential)		
Facebook			X					
LinkedIn			X					
PR	Nothing planned in 2013-2014		Nothing planned in 2013-2014			Nothing planned in 2013-2014	Nothing planned in 2013-2014	Nothing planned in 2013-2014
Articles –	X							
Speaking	X		X					X
Ambassador meetings	X							
Conferences			X			X		
Courses	X							
Intranet	X							
Training								
Job introductions			X	X				

