
Internal Communications Strategy

Template

OVERARCHING NEED

What challenge or need are you trying to address?

STEP 1: PLAN

Audience – Who do you need to reach? What do you know about them?

Communication Goals – What do you want your target audience to know? Feel? Do?

Key Stakeholders – Who needs to be involved? What kinds of input needs to be gathered?

Key Team Members – Who will help manage and execute the plan? Are external resources required?

Internal Communications Strategy

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STEP 2: EXECUTE

Key Messages – What messages need to be sent and in what order?

Key Tactics – How can you get the message out? What activities will help you engage your target audience?

Channels and Delivery – What channels or deliverables would be most effective in reaching your audience?

Budgets – How much can you spend to get your message out? Allocate funds accordingly.

STEP 3: MEASURE + ADJUST

Metrics – How do you know if you've been successful? What KPIs are critical to report on?

Revisions – What changes can you or should you make to better engage your audience?
