Communications Planning Template [SAMPLE]

How to use

* In the top row, add the triggers that will drive your action.
* For each audience, document who is responsible for creating/revising/approving/distributing updates, the channels that will be used and who is responsible for responding to questions/concerned.

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| --- | --- | --- | --- | --- |
|  | [SAMPLE]  When the first COVID-19 case is diagnosed in our county… | When [x] happens, we will:   * Item 1 * Item 2 * Item 3 | When [y] happens, we will:   * Item 1 * Item 2 * Item 3 | When [z] happens, we will:   * Item 1 * Item 2 * Item 3 |
| Strategy Changes | n/a |  |  |  |
| Operational Changes | * Close to visitors * Require hand-washing at shift start * Add disinfectant wipes to all public spaces * Add deep clean to weekend schedule |  |  |  |
| Marketing Changes | * Restrict tradeshow attendance |  |  |  |
| Human Resources Changes | * Require disclosure of out-of-state travel |  |  |  |
| **AUDIENCES** |  |  |  |  |
| Employees |  |  |  |  |
| Customers |  |  |  |  |
| Suppliers |  |  |  |  |
| Board of Directors |  |  |  |  |
| Media |  |  |  |  |
| [For non-profit organizations: Volunteers] |  |  |  |  |
|  |  |  |  |  |