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.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | [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] |  |  |  |  |
|  |  |  |  |  |