

COMMUNICATIONS PLAN DEVELOPMENT GUIDELINES

Purpose of Communication Plan

- States What is being communicated
- States Why (rationale) for What is being communicated
- Best provided in terms of purpose statement with objectives

Audience for Communication Plan

- Should be specific by group or individual(s)
- Should identify key information of interest to each audience
- Research (focus groups, etc.) to ensure understanding of audience expectations

Controlling Documents for Communication Plan

- Purpose of controlling documents
 - Essential to control changes in complex project
 - Helps ensure goal of “One project – one voice”
 - Recognizes that information is fluid; it will change
- Identify key controlling documents
- Identify process to keep those documents up-to-date

Information Distribution Plan

- Timetable for communication (timing is always critical)
 - Initial distribution of information
 - Milestones
- Means for feedback from users (don't make information flow one-way)

Media Selection Plan

- Identify media to be used for message delivery (Multiple delivery methods are almost always best)
 - Printed materials (brochures, letters, etc.)
 - Email (useful but never use it alone)
 - Video, audio, multimedia (if appropriate)
 - Verbal presentations – one to many (speeches, talks)
 - Verbal presentations – one to one (for key executives)
 - Use of public media like newspapers, radio, television (*if this is an option, it requires a separate detailed media management plan*)
- Identify process for developing each media

Accountabilities for Communication Plan

- Who is accountable for keeping controlling documents up-to-date
- Who makes decisions on changes to plan in response to feedback
- Who is accountable for tracking timetable; ensuring information is released, etc.
- Who is accountable for delivery of specific messages
 - Important for one-on-one briefings of key executives
 - Important to identify spokesperson for videos, etc.
 - Critical for use of public media

Information Delivery Matrix

- Matches specific portions of overall audience with appropriate message, media and accountability
- Example Matrix:

Audience	Key Documents	Key Milestones	Method of Delivery	Person(s) Accountable
V.P. Marketing	PowerPoint Briefing	Jan 1 rollout	One on one	Bill W.
All supervisory staff	Email announcement Rollout letter Survey follow-up	Jan 1 rollout 1 month later	Email Mail Mail	John L.
Local media	Press Release	Jan 1 rollout	Mail Phone call follow-up	PR Team