Communication Plan Template

Use this template to develop a communication schedule, events calendar, and responsibilities matrix to keep your stakeholders informed with your key messages. Templates are provided in distinct worksheets (tabs).

Document Owner:				
Issue Date:				
Version:				
Document Approval:				

Table of Contents	
Communications Schedule	
Communications Events Calendar	
Communications Responsibilities Matrix	

Communications Schedule

Include all of the means of communicating your messages to your stakeholders in the Communications Schedule. Indicate the names of the task, the person who is responsible for its completion, and the expected start and end date. If some of your tasks are recurring, include a column indicating the rate of recurrence. The tasks below are included as examples.

Task Name	Person Responsible	Start Date	End Date	Recurrence
Project Kickoff Meeting	Project Manager	1/2/2020	1/2/2020	None
Project Team Meeting	Project Manager	1/15/2020	12/31/2020	Weekly
Newsletter Release	Social Media Manager	2/1/2020	12/31/2020	Monthly
Facebook Posts	Social Media Manager	1/15/2020	12/31/2020	Weekly
Annual Networking Event	Project Manager	6/1/2020	6/1/2020	Yearly
External Press Release	PR Specialist	As Needed	As Needed	As Needed
External Advertising	PR Specialist	As Needed	As Needed	As Needed
Email Blasts	Social Media Manager	As Needed	As Needed	As Needed

Communications Events Calendar

Include any events that you listed in the Communications Schedule in the Events Calendar. Provide an explanation of the event and its purpose.

Event Name	Description	Purpose	Date	Recurrence
Project Kickoff Meeting	Includes all team members; review the communications plan and schedule; discuss risks and challenges.	To ensure a common understanding of the project goals and the roles, responsibilities, and schedule.	1/2/2020	At the start of the project
Project Team Meeting	Includes all team members; status update on all aspects of the communication plan.	To monitor the progression of the project and ensure that it is occuring on time, within budget, and to the satisfaction of the customer.	1/15/2020	Weekly
Annual Networking Event	Includes all community stakeholders; after-work social event.	To provide an opportunity for discussion and collaboration across organizations.	6/1/2020	Yearly

Communications Responsibilities Matrix

List the team members and which aspects of the project each is responsible for. See the example below. Use a key like this one to describe each team member's role: L = Leads, R = Reviews, M = Monitors

Task Name	Project Sponsor	Project Manager	Social Media Manager	PR Specialist
Project Kickoff Meeting	M	L	M	M
Project Team Meeting	M	L	M	M
Newsletter Release	M	R	L	R
Facebook Posts	M	R	L	M
Annual Networking Event	M	L	M	M
External Press Release	M	R	M	L
External Advertising	M	R	M	L
Email Blasts	M	R	L	R