**Communications Strategy Template**

This template is to assist you with creating a communications strategy for your program. Fill in a row for each communication action. Once finalised, copy and paste this table into your Program Plan.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ***Action*** | ***How to communicate*** | ***Resources needed*** | ***Comms channel*** | ***Delivery timeframe*** | ***Who is responsible*** |
| *Example - Regular and consistent communication to keep engagement high* | *1. Develop schedule* *2. Develop templates.**3. Book intranet/email communications**4. Update templates with project highlights**5. Send updates to the communications team*  | *Templates for progress updates, tips, tools and resources* | *Intranet and email* | *Duration of the program* | *Project lead* |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |