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Communications plan template

# Introduction

Provide a brief background, purpose, and objectives of your staff network.

# Communications goals and measures

Describe your communication goals and approach to achieving them.

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| Communications goal | Approach |
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# Key audience and messages

Identify your various audiences, messages and outline the intended impact for each.

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| Audience | Key message | Intended impact |
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# Timeline

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| --- | --- | --- | --- | --- |
| Task | Timeline (deadline) | Audience | Channel | Key message |
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# Budget

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| --- | --- | --- |
| Item | Projected cost (£) | Actual cost (£) |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| Total |  |  |

# Monitoring

Describe your intended successes and how they will be assessed throughout the duration of your communications plan, and at completion.