



CORE STEPS TO WRITING AN INTERNAL COMMUNICATION STRATEGY AND KEY TEMPLATES

NOTE TO SELF: I REFUSE TO BE ORDINARY

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Background/current situation

Before you start putting pen to paper you need to assess your current situation. Where is your organisation now and how did it get there? You may want to think about PEST analysis here but it's not necessary. Also think about what has been achieved so far from a communications point of view? How effective have previous communications been?

Business/Project Objectives

What are the business/project objectives? Use this section to list key business objectives.

Communication Objectives

What are you trying to achieve? Remember that these objectives should link into your business objectives and they have to be SMART (specific, measurable, actionable, realistic and timely). For example: Raise awareness of the recognition scheme by increasing nominations by 10%, over the next 12 months

Target Stakeholders/Stakeholder Analysis

Who are your stakeholders? Who will help you achieve your goals and what's the best way to reach them. Be as detailed as you can in this section. Think about their current behaviours, level of awareness, level of knowledge, how they prefer to receive information and any barriers you might face. You can either list these or do a stakeholder analysis mapping exercise. If you don't know what this is or how to do this then contact me advita@commsrebel.com and I'll talk you through it.

Key message per target stakeholder

What are your key messages. Remember, think-feel-do:

- What do you want to change
- What do you want your stakeholders to think/know
- What do you want them to feel
- What do you want them to do - what behaviours are you expecting to see change

Channel mix/matrix

What channels are you going to be using? External and internal e.g. Press, Radio, Features, Posters, Leaflets, Town Halls, Magazine etc.

Budget

How much money are you going to need to deliver all of the above? How much do you have available and how much will you need in the future.

Measurement

This is important. Here you need to demonstrate how you will measure if your objectives have been successful. What behaviours are you expecting to see change and how will you know that your objectives have succeeded. Use data sources, verbatim, focus groups, surveys etc. Don't just focus on outputs you need to include outcomes as well. If you're not sure where to start then contact me at advita@commsrebel.com.

Action plan

This is a high-level plan showing your timelines and when you're planning on executing your strategy so stakeholders have an idea of timescales. Cover task, dates, responsibility and channel to be used.

Sign-off/Approvals

What's the sign-off process for this strategy? Does it need to go to Board? Make sure you include the process so it's clear and doesn't hold up delivery.

Executive summary

Once you've written the strategy it's always good practice to write a short executive summary to go at the beginning of the paper. This should be a snapshot of your objectives, timelines, resources and budget needed.

Length of strategy

This is dependent on your overall objectives and the level of detail your executive require. But consider that this is an active working document that will be referred to regularly. If it's too long no one is going to read it. Personally I'd try to stick to 4-6 pages if possible and if it's for a project then 2-4 pages.

Monthly Plan



Objective

Objective

Objective

Objective

Week One

Week Two

Week Three

Week Four

MONDAY

TUESDAY

WEDNESDAY

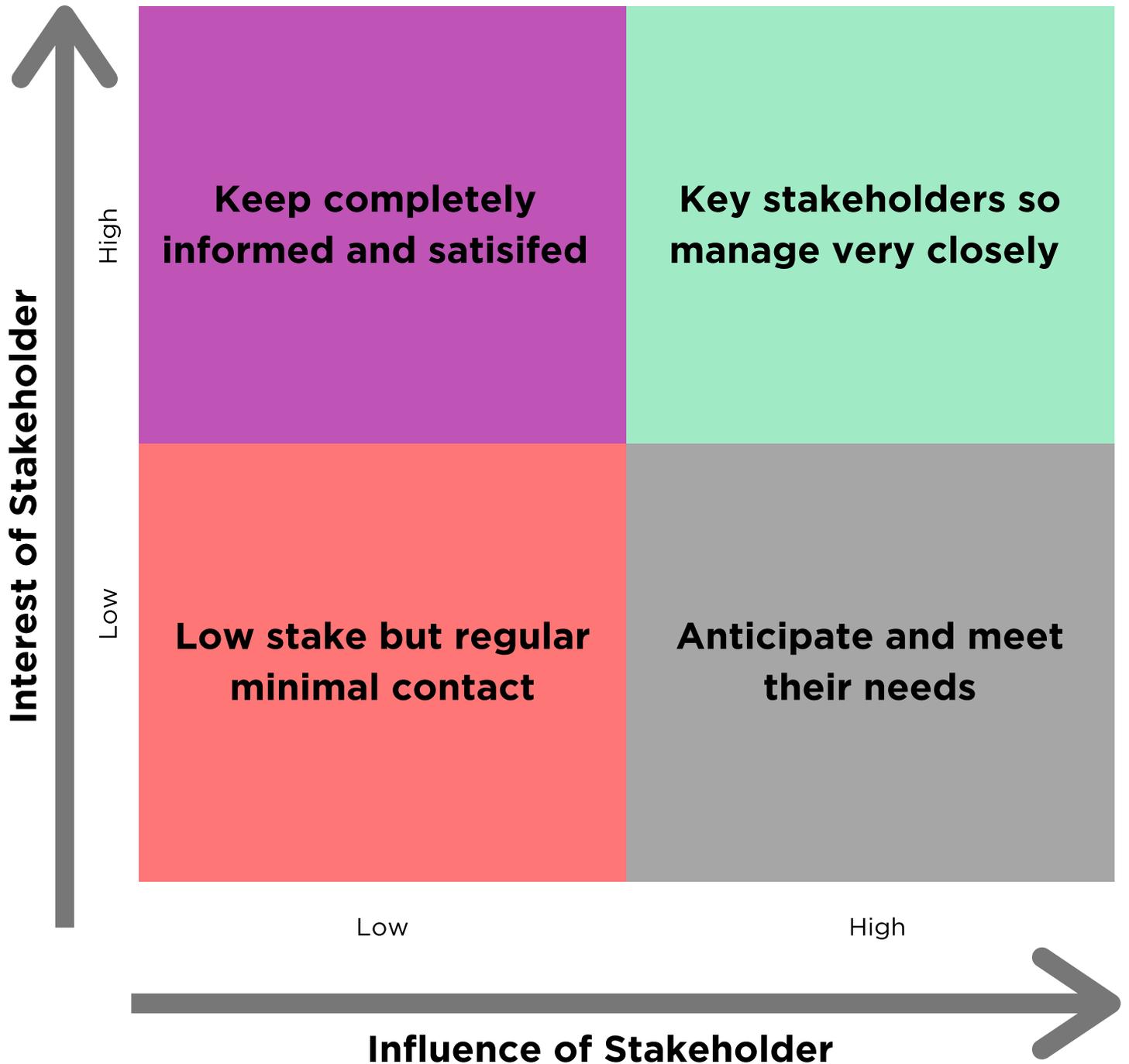
THURSDAY

FRIDAY

SATURDAY

SUNDAY

Stakeholder Map



KEY DATES YEAR PLANNER

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

Meeting Action List



DATE:

MEETING:

PRIORITY TASKS

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OTHER TASKS

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MEETING NOTES

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