

# Communication Plan Template

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A communication plan template begins on the next page. Blue text is intended to serve as a placeholder for specific information.

[TITLE]

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[DATE]

[REVISION # OR REVISION DATE]

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## **PURPOSE**

[A few statements about the purpose of the plan, the general messages to convey and why they're important]

## **GOALS**

[The top goals of executing the plan – why you're doing it; what you want out of it. Include provisions for employee assistance or counseling, if required]

## **KEY MESSAGES AND TALKING POINTS**

[Include positioning statements; see Message Development template]

## **SCHEDULES**

[The schedule of meetings and their locations of the Crisis Response Team. Also include shift or rotation schedules (depending on size or scale of issue).]

## **CONTACT INFORMATION**

[Updated contact information for members of the CRT and other stakeholders who are involved.]

## **PLAN FOR MONITORING MEDIA**

[Description of the process of monitoring and the steps you'll take to respond to issues or trends.]

## **ACTION STEPS**

[Always assume a worst-case scenario. Consider what news conferences you may need to have, how often the media will need to receive updates, etc. If possible, lay out action steps by dates and who will be responsible.]

[Also include any steps (or defined intervals) you will need to take to measure success as you go and update the plan accordingly.]

## **AUDIENCES**

[The audiences you will communicate with and any special information required.]

## **CHANNELS**

[The channels you will use to communicate with audiences.]

## **APPROVALS**

[Titles and signatures of anyone required to approve the plan. In crisis, this is the crisis management lead.]