About the Communications Plan Tool

Purpose

Create a communications plan to identify, organize and prepare messages about a new service introduction, a change in service, the ending of a service, or any other service (or support resource) related activity that impacts clients. A communications plan is also helpful for planning internal communications, as well as external promotional campaigns.

You can use this tool on your own or in preparation for a discussion with the Communications team.

A Plan helps you:

* consider the needed communications at various stages of an activity,
* identify the messages you need to deliver, and to whom and when,
* identify preferred channels for delivering a message to a particular audience,
* stay organized and focused with your communications.

Communications plans are living documents that evolve over time, and should be revisited and updated regularly.

Get Help

Get help completing the communications plan by reviewing the descriptions within this plan, or contact the University IT Communications team by going to [uitcomm.stanford.edu](http://uitcomm.stanford.edu) and submitting a Help request for additional assistance.

COMMUNICATIONS PLAN

Name of related service or project

**PURPOSE**

*Replace this text with your content.  
  
Describe why a communication plan is needed. What’s the catalyst for the communications? What has or will be changing? What’s different? What’s coming up ahead?*

**BACKGROUND/OVERVIEW**

*Replace this text with your content.  
  
Provide additional context and background information to further the understanding of the communication need.*

**COMMUNICATIONS OBJECTIVE**

*Replace this text with your content.  
  
Define the overall communication objective, including the goals and desired outcomes of the planned communications.*

**COMMUNICATIONS PLAN***Identify different audiences or stakeholder groups. Are you communicating to IT Support Staff or are you communicating to the actual end users? The IT Support Staff message may include things like "what happened?", "what are we doing next?", "what to tell your users." The end-user audience may receive the message of "here is what you need to do."*

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| **AUDIENCE** | **OBJECTIVE(S) & KEY MESSAGE(S)** | **COMM CHANNEL(S)** | **DELIVERY TIMING** | **ROLES & RESPONSIBILITIES** | **COMPLETED DELIVERABLES** |
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**CONTACT**

For more information about this Communications Plan, contact *<name>, <title>, <email>*