Template

Internal Communication Strategy

**PURPOSE OF THIS DOCUMENT**

Use this template in conjunction with the How-to Guide: Develop an Internal Communication Strategy and Plan.

**Situational Analysis**

[In this section, give an overview of what is happening in your business and the factors that are driving the need for communication, outline what is currently being done to meet the communication need and whether the activities are successful or not]

**Communication Objectives**

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| **Objective** | **What should audiences think/feel/do as a result** | **Key results** |
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**Audiences**

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| **Audience** | **Description/ characteristics** | **Communication preferences** | **Communication needs** |
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**Communication Messages**

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| **Message** | **Objective** | **Audience** | **Think-Feel-Do** |
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**Communication Channels**

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| **Channel** | **Description** | **Channel role** | **Audiences served**  | **KPIs** |
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**Measurement**

[In this section, outline your review plan by identifying the types of reviews, what will be covered in each, who will be involved and how often these reviews will take place]

**TIP:** Schedule the review meetings upfront in your calendar and invite participants to ensure you prioritise this important step.

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| --- | --- | --- | --- |
| **Review type** | **What will be reviewed?** | **Who will be involved?** | **How often?** |
| *Ongoing* |  |  |  |
| *Quarterly review* |  |  |  |
| *Annual review* |  |  |  |

[In this section, list your objectives and remember to include strategic, channel and implementation objectives. Next identify the key performance indicators for each objective and the mechanism you will use to collect data and measure the KPIs (analytics, surveys, etc). Remember to include employee feedback. Finally, identify the frequency of measurement for each objective.]

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| **Objective** | **Key performance indicators** | **How will we measure the KPIs?** | **Frequency** |
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