

Communication Plan Template

How to use this document: This worksheet is a tool for building a communication plan for communicating energy management policy and goals and motivating audiences to support them. Complete or adapt this plan for your own facility or workplace to craft messages and select media that speak to and motivate targeted internal and external audiences.

Audience: Identify and profile (attach) your broad primary audience and specific target audiences (office workers, facilities staff, IT staff, mid-management, custodial workers, faculty, students, visitors, etc.). Identify secondary audiences that can affect or influence your primary audiences.

Primary audience:

Target audiences:

Secondary audiences:

Messaging: Based on audience profiles, articulate high-level messages to be delivered to your broad primary audience and specific messaging targeting particular audiences.

High-level messages

- Closely tied to policy, goals, and objectives
- Deliver important information about the issue
- Compel the audience to think, feel, and act

Targeted messages

- Tailored to particular audiences
- Convey specific information about the issue
- Compel the target audience to think, feel, and act

Communication tactics: Describe communication channels (verbal, electronic, print, displays, etc.), anticipated schedule or frequency of use, resources needed for further content development and delivery, and partnership considerations (internal and external).

Communication channels

- Verbal (orientations, meetings, informal)
- Electronic (email, website, etc.)
- Print (newsletter, brochure, post-its, checklist, etc.)
- Displays (posters, magnets, dashboards, etc.)

Anticipated schedule/frequency of use

- Verbal
- Electronic
- Print
- Displays

Resource needs

- Content development
- Materials/delivery
- Partnership considerations (internal and external)