

Comms plan – one page summary



Objective(s)	
Key Audience(s)	
Key insight	
Timeline	
Role for stakeholders	
Key message(s) (shortform)	
Key products	
Success measure(s)	

Social media		
Stakeholder engagement		
System comms (publishing content)		
Internal comms		
Campaigns & evaluation		

Function	What will they do and by when	Owner / lead
Strategic comms		
Media		