

Internal Communications Plan Template

Campaign name: _____

Owner

Who is responsible for the creation and release of this communication?

Objective

What is the objective of the communication and which business objective does it relate to?

Audience

Who is this message going out to?

Call to Action

What response is the communication intended to evoke? What action is the user being encouraged to take?

Message

What is the message being sent?

Channel

What medium/s or platform/s are being used to send this message?

Schedule

When is the message being sent and why?

Tracking

List the metrics you will be tracking for this campaign

Results

What are the results of your campaign?