

# Communication Plan Template

| **Target Audience**  **(Stakeholder or Stakeholder Group(s))** | **Content/Key Messages to Deliver**  **(What information do they need? Why?)** | **Desired Purpose/Outcome**  (Awareness, Understanding, Buy In, Ownership, Decision-making, Other?) | **Method**  **(email, intranet, meeting, presentation?)** | **Timing/Frequency** | **Sender(s)** | **Feedback Mechanism** |
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