

**Communications Strategy: Name of Business, Organization or Project
Vision**

Goals

- 1.
- 2.
- 3.

Business Priorities

1. Up to five
- 2.
- 3.
- 4.
- 5.

Reputational Priorities

overall

Group 1

Group 2

Group 3

Group 4

Communications Key Objectives

1. Up to three. Must be SMART.
- 2.
- 3.

Strategic Communications Priorities

1. Up to five, answer HOW
- 2.
- 3.
- 4.

Communications Priorities

1. From page one	2.	3.	4.
<i>TACTICS</i> <i>Don't forget your verbs!</i>	<i>TACTICS</i>	<i>TACTICS</i>	<i>TACTICS</i>

Overriding Strategy:

Key Messages:

(need three, think What, Why and Call to Action or How)

1.

2.

3.

Communications Operational Plan

Target Audience:

Priority	Tactics	Timing	Measures	Desired Behaviour/ Outcome	Costs & how to be funded	Issues
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