**INTERNAL COMMUNICATIONS PLANNING INTERACTIVE** TEMPLATE

Frontline Workers

Management

Stakeholders

**1.**

**2.2**

**Audience:**

Who do you want to reach?

Is there anything unique about your audience that could help you find an effective way to communicate?

**3.**

**Objectives and Goals:**

What do you want to achieve?

Clearly state your teams’ goals and objectives and explain how they link with your companies KPI’s.

**Job Title:**

**Company Name:**

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**3.**

**2.2**

**1.**

**Measurement:**

How will you measure your progress?

Note down how you will measure the success of your communication strategy and the outcomes.

* Mandatory Reads
* News Feed
* Instant Messaging
* Collaboration Hubs
* Intranet
* Employee App
* Employee Recognition
* Company Announcements

**Method Strategy:**

What tools will you use?

The intranet can be a tailored form of communication for you company. Identify which communication tools will be best for your team.

**Want to see how Oak can work for you?** [**Book a demo**](https://www.oak.com/oak-engage-intranet-demo/?utm_source=internal_comms_plan_template&utm_medium=pdf)

Testing Notes:

**Additional Notes:**

Any additional topics or questions you need to consider when planning your internal communications strategy.

HIGH

MID

LOW

Strategy Success:

**Review:**

What will your testing process look like?

Narrow down your objectives and review your strategy on a regular basis. Note down anything that could be improved.