



## INTERNAL COMMUNICATIONS PLANNING

INTERACTIVE TEMPLATE

Company Name:

Job Title:

### 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.

1.

2.

3.

### Audience:

Who do you want to reach?

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

Stakeholders

Management

Frontline Workers



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### Method Strategy:

What tools will you use?

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

Intranet

Employee App

Employee Recognition

Company Announcements

Mandatory Reads

News Feed

Instant Messaging

Collaboration Hubs

### Measurement:

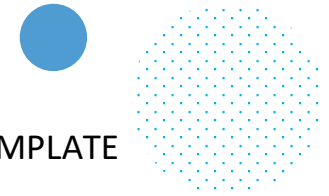
How will you measure your progress?

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

1

2.

3.



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### 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.

Strategy Success:

LOW	MID	HIGH
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Testing Notes:

### Additional Notes:

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

See how Oak can transform your internal communications:

[Book a demo](#)