Communication Planning Matrix

Brandon Hall Group™

Audience Analysis Template

Stakeholder Group:

Current Knowledge Level:

Knowledge Gaps:

Preferred Communication Channels:

Key Messages:

Message Development

Core Message:

Supporting Data Points:

1.

2.

3.

Success Stories:

1.

2.

3.

Call to Action:

Primary:

Secondary:

Timeline:

Channel Strategy

For each channel:

Purpose: [   ]

Frequency: [   ] Owner: [   ]

Content Type: [   ]

Success Metrics: [   ]

Communication Calendar

Month: [   ]

Week 1:

Message: [   ]

Channel: [   ]

Audience: [   ] Owner: [   ]

Week 2:

Message: [   ]

Channel: [   ]

Audience: [   ] Owner: [   ]

Week 3:

Message: [   ]

Channel: [   ]

Audience: [   ] Owner: [   ]

Week 4:

Message:

Channel:

Audience: Owner:

Feedback and Measurement

Channel Effectiveness:

Message Retention:

Behavior Change Indicators:

Areas for Improvement: