INTERNAL COMMUNICATION PLAN TEMPLATE

This template is designed to help Internal Communication professionals create strategies that align seamlessly with your organisation's objectives. Whether you're launching a new initiative or executing monthly internal campaigns, this resource will provide you with ready-to-use frameworks to enhance engagement and drive results within your teams.

Section	Description
Background and Objectives	• Why is this communication plan necessary? • What does it aim to achieve? (Clear and concise objectives)
Key Audience	• Who needs to know?
Key Messages	• **Core Message**: This is the central theme of your communication and the primary action you want your audience to take.
Timeline Overview	• Specify the start and end dates, or outline the phases along with their respective timelines.

Communication Activities – This section outlines the specifics of your communication plan, including what information will be shared, the methods of communication, the timing for each message, and the responsibilities of team members regarding content creation and delivery.

Activity	Channel	Date	Responsibility
Eg: Campaign Announcement Emailer	News mailbox	Friday, 18 October 2024	Internal Comms and Events Teams
Eg: CEO Townhall	Teams Live	Monday, 22 October 2024	Internal Comms, IT, Events teams

Budget

- Is there a budget for this plan? Yes/No
- If yes, outline estimated costs for tools, materials, or resources.

Please see below budget example:

Item	Description	Cost
Graphic Design	Designing visual content for campaign – we will be using an agency	R200 000
Promotional Items	Branded T-shirts for all staff	R500 000

Measurement and Evaluation	
Section	**Description**
Feedback mechanism	How will you gather feedback or measure understanding? (e.g., surveys, polls, engagement metrics)
Measurement metrics	What are your success indicators? (e.g., open rates, engagement, participation rates, feedback)
Risks and mitigation	Potential Risks: e.g., low engagement, technical challenges Mitigation Plan: How will you overcome them?