

The Communication Plan Canvas

Version:

MESSAGING

List the key points of your messaging here according to our best practices.

WHY:

HOW:

WHAT:

CHANNELS

Choose 2-4 primary and 0-3 secondary channels. Explain required variations for each.

Primary channels:

Secondary channels:

Key variations to messaging per channel:

FORMATS

Describe the planned formats and required artifacts (such as video, email...)

Planned formats (per channel):

Artifacts to create:

FREQUENCY

List each stage of the program and/or regular interval where comms are planned.

Stages of the program:

Regular intervals:

Enough repetition and variance?

STAKEHOLDERS, ROLES & RESPONSIBILITIES

List all key stakeholders and their respective roles & responsibilities in executing the plan. Make sure to consider the target audience as their preferences have a big effect on your plan and all sections of this canvas!

Key stakeholders:

Roles & Responsibilities:

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