A Summary of your Key Communication Project Decisions
(Combine your communication planning steps into a cohesive summary.)

Project Title:

Background/Context:
(Project overview, what’s the issue you’re addressing, what’s happening internally and externally that could affect your communication efforts, etc.)

Goal:
(Simply state your big picture goal – why you’re doing what you’re doing.)

Objectives:
(List your main objectives or steps to help you reach your goal.)
Objective A:
Objective B:
Objective C:

Priority Objective Selected for this Plan:

Target Audiences:
(List key decision makers and influential audiences. If relevant, include a brief description of this individual/group, i.e. their core concerns and potential connections.)

Research:
(What do you need to know about your target audience to verify the draft messages and tactics below? How will you get the information?)

To learn more about this strategic communication planning process, visit: reefresilience.org.
Key Messages:
(List key messages from final Message Box and note which audience these messages are geared towards. Remember these messages will likely change and evolve.)

Messengers:
(List potential messengers or characteristics you’d like a project/campaign messenger to have. If relevant, include a brief description of these messengers and why you’ve chosen them.)

Tactics:
(List the communication tactics and tools you plan to use to help you achieve your objective.)

Measurements:
(List measures that will help you monitor results and revise your approach accordingly, and track actions that were not in place prior to your project/campaign.)

Timeline/Action Items:
(This list of dates should include your plan for executing your tactics, upcoming events, and relevant deadlines. Be sure to identify a point person responsible for each action.)

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