

Communications Plan Template

Timing	Process					Content	
Date	Vehicle(s)	Frequency	Target Audience	Responsibility/ Sender	Feedback Mechanism	Objectives	Key Messages
Date communication will be sent	Communication method (e.g., e-mail, Intranet, newsletter, staff meeting, poster, one-on-one)	How often will this method be used/repeated?	To whom is the communication targeted? (This may be multiple groups of people.)	Who will the audience view as the author or spokesperson for the messages?	How will effectiveness be measured? (e.g., staff meetings, e-mail box, specific role, focus groups, surveys)	What is the purpose/objective of the communication?	What are the key messages to be communicated?

(Adapted from Blue Cross Blue Shield of Minnesota Healthy Worksites materials)

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To obtain this information in a different format, call 651-201-5443

