

Appendix A: Communication strategy template

Here's a communication strategy template you can use to create your own:

[Organization name]

[Date]

[Type of communication strategy]

Communication objectives:

- [Objective 1]
- [Objective 2]
- [Objective 3]

Target audience: [Brief description of your target audience(s), such as their demographics, preferred content or how they view the organization.]

Key messages

[List of important messages you want to convey to your target audience.]

- [Message 1]
- [Message 2]
- [Message 3]

Tactics

[Describe or list the tactics to implement this communication strategy.]

Communication channels

[Describe or list the communication channels to convey your messages to the target audience effectively.]

