Lift Internal | Revitalizing B2E Communication

B2E Communications Plan Template

LiftInternal.com

B2E COMMUNICATIONS PLAN TEMPLATE

Use this document to help you plan and execute B2E communication.

Even if the topic seems simple, taking the time to think through the fundamentals at the start will save you time during the heat of content creation – and help shape effective communication.

Brief descriptions and tips (grey text) are included in each section.

SUMMARY

The summary gives a high level view of the communications requirements and context in which they will happen. Context might include: concurrent communication, notable conditions within the organization, known significant risks that communication needs to help mitigate or the level of importance and urgency of the subject.

Stay clear of providing a summary of the initiative itself.

OBJECTIVES

These are communication objectives, not project initiatives.

Focus on what the tactics will need to accomplish. Think in terms of measurable outcomes. Avoid objectives that are about the reader/viewer state of mind or level of understanding.

For example, "Employees know how to access training." is not easily measurable. A better alternative would be "Information about training is clear and accessible by all employees."

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STRATEGY

This is the overall approach you're going to take. For example, a strategy might be to post all content to the intranet and drive traffic toward it. A good communications strategy always aligns with the company's culture and broader strategies.

Be careful to not confuse strategy with tactics.

Strategies don't have to be complex. In fact, the more straightforward the better.

KEY MESSAGES

These are the must-have pieces of information or context. If the answer is no, then it's not a key message. Refer back to your Communication Objectives. Your key messages should support the objectives.

Don't let the word "message" mislead you and your stakeholders. Sometimes there is no "message" (i.e. underlying idea or theme) in a key message, it's strictly information that can't be missed. For example, in a communications plan about a community involvement program, "The enrollment deadline is March 15" is a key message.

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AUDIENCE(S)

In many cases, there will be segments that make up the "all employee" audience. Take the time to think about the circumstances that affect the way different groups receive and consumer content. For example, location, age demographic, access to a computer and if they have direct reports.

Generally, there won't be more than five significant employee audience segments.

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ASSUMPTIONS AND CONSTRAINTS

List the assumptions you've made while creating this plan. For example, "Subject matter experts are available for content development." or "Resources for graphic design will be made available."

List the constraints that affect the communications plan. For example, "All tactics must be complete by August 1 to meet Board requirements." or "Key subject matter expert not available from August 1-15."

MEASUREMENT

There are two types of communications measurement: transactional (focuses on deliver, receipt and some actions such as click-throughs or registration) and experiential (focuses on content being understood and how recipients felt about the communication.

Examples: (transactional) number of emails opened, number of visits to a specific intranet page; (experiential) survey, focus groups

TACTICS

Use a table or spreadsheet to keep track of the who (create and approve), what (description of content), where (channel) and when (date and sequence) of the content that will be delivered.

Make sure every tactic serves at least one objective. If it doesn't, don't do it.

Include tactics that serve employees today and in the future. Think of what an employee who joins the company next month might need to know.

When there is a specific event involved, include tactics that happen before, during and after the event.

REVIEWS AND APPROVALS

List the required reviewers and approvals. Indicate the date of approvals.