HOW TO USE THIS TEMPLATE 

[Template last updated May 2024](https://pavilion.dinfos.edu/Template/Article/3753508/implementing-a-communication-plan/)

Fill in the bracket areas with the appropriate information. Instructions and tips are provided in gray boxes to help guide you. **Be sure to remove any bracket symbols and gray boxes when finished.**

For each phase, create a heading and table to document all planned communication tasks/events that will take place. Each phase should be broken down into manageable blocks and only contain tasks relevant to that phase.

Use the table to identify each task/event’s: start and end dates; description; stakeholders/audience (consider members of the military/unit, contractors, retirees, civilians, community leaders, local/state/government officials and the general public); the objective or purpose; the medium of how the task will be carried out and/or location; and who is responsible for executing the task (office of primary responsibility).

List a phase’s tasks/events in chronological order. Add table rows as needed.

Implementation Plan for [Title] Communication Plan

[ Date ]

# Overview

[Write three to four sentences giving a high-level view of what the plan is designed to accomplish. For example: This plan is designed to help you, as the incoming Commander, convey your communication objectives quickly and effectively, primarily focusing on your first 100 days in office. Through proactive initiatives, you will be introduced to key external stakeholders (civic, government, media and business leaders) and internal publics. This plan outlines various forums we can use to communicate your direction and intent to all command members. Likewise, we recommend various media and community relations opportunities for you to promote your command objectives and programs to larger audiences outside the gate.]

# Communication Goal

[Write a one-sentence goal reframing the overall problem or opportunity. This should be a short statement describing what is to be accomplished and the desired end state.]

# Strategy

[Provide a communication strategy. For example: Adopt a focused, time-phased public affairs approach to communicate your vision for the unit and how it fits within the senior commander’s community relations support plan for the community. For your convenience, we have organized the plan into three distinct areas, addressing key opportunities for your first 100 days of command regarding media relations, command information and community relations. We have included long-range planning extending beyond the initial 100 days as well. The plan also includes key messages and an overview of public affairs tools for communicating your priorities.]

# Phase 1: [Phase name/description (e.g. Preparatory Actions)]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| START & END DATE | TASK | STAKEHOLDERS | PURPOSE | MEDIUM/LOCATION | OPR |
| [00 MON Year] - [00 MON Year] | [e.g., Update command priorities/talking points.] | [e.g., Commander, senior leadership, PAO.] | [e.g. Determine major issues to be addressed; develop talking points for way ahead.] | [e.g., In person; Building 259; Room 17.] | [Name of office] |
| [00 MON Year] - [00 MON Year] | [Describe the second task/event.] | [List stakeholders] | [Describe what the task/event should accomplish.] | [e.g., email, meeting with location, building, room, etc.] | [Name of office] |
| [Add more rows as needed.] |  |  |  |  |  |

# Phase 2: [Phase name/description (e.g. Media Relations]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| START & END DATE | TASK | STAKEHOLDERS | PURPOSE | MEDIUM/LOCATION | OPR |
| [00 MON Year] - [00 MON Year] | [e.g., Conduct an interview with local media.] | [e.g., Commander, PAO, members of local media: newspaper, television, radio.] | [e.g. Alert general public of change of command.] | [e.g., In person; Commander’s Office.] | [Name of office] |
| [Add more rows as needed.] |  |  |  |  |  |

# Phase 3: [Phase name/description (e.g. Command Information)]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| START & END DATE | TASK | STAKEHOLDERS | PURPOSE | MEDIUM/LOCATION | OPR |
| [00 MON Year] - [00 MON Year] | [e.g., Conduct Commander’s Call to unit workforce via town hall.] | [e.g., Members of the military/unit.] | [e.g. Communicate your philosophy on unit issues and other key topics] | [e.g., In person; Building 1740 Suite 102] | [Name of office] |
| [Add more rows as needed.] |  |  |  |  |  |