



COMMUNICATION PLAN TEMPLATE



**REFLECT**

Know your values. Know your capabilities. Know your goals.



**CHECK**

Are you aligned? What's working? What's missing?



**CONNECT**

Develop a plan. Deliver on it. Measure results.

CHANNEL/CONTENT	MONTH	MONTH	MONTH
Timely topics ( <i>holidays, seasons</i> )			
Offers/rewards			
Website/blog			
Social media			
Email			
Handwritten notes			
Seminars/webinars			
Videos + podcasts			
Self-sponsored events			
Print material			
Community + networking			
Paid ads			