

External Communication Plan Checklist

Objective: To provide a simple, comprehensive, and ready-to-implement checklist for an effective external communication plan.

1. Define Objectives

- Set specific, measurable, achievable, relevant, and time-bound goals.

2. Identify Target Audience

- Segment audience (customers, partners, media, public).
- Understand their preferences and behaviors.

3. Develop Key Messages

- Create clear, concise, and engaging messages.
- Ensure alignment with brand values and objectives.

4. Choose Communication Channels

- Select appropriate channels (e.g., social media, email, press).
- Consider audience preferences and channel effectiveness.

5. Plan Tactics and Activities

- Detail activities (e.g., social media campaigns, press releases).
- Schedule and allocate resources.

6. Establish Timeline

- Create a timeline for each activity.
- Ensure coordination and timely execution.

7. Budgeting

- Allocate budget for each communication activity.
- Monitor and adjust budget as needed.

8. Assign Responsibilities

- Define team roles and responsibilities.
- Ensure clear communication within the team.

9. Measurement and Evaluation

- Define success metrics (e.g., engagement, reach).
- Regularly review and adjust the plan based on performance.

10. Risk Management

- Identify potential risks and challenges.
- Develop contingency plans.

Visual Representation: External Communication Plan Flowchart

- 1. Objective Setting**
- 2. Target Audience Identification → Key Message Development**
- 3. Channel Selection → Tactic Planning**
- 4. Timeline & Budgeting**
- 5. Implementation → Measurement & Feedback**
- 6. Adjustment & Continual Improvement**

This checklist is designed to be straightforward and actionable, providing a clear roadmap for implementing an effective external communication plan.