[Name of project]

Stakeholder Communications Plan

[Date or version]

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| --- | --- | --- | --- |
| Revision History (latest at top) | | | |
| Date | Version | Description | Author |
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All parties have reviewed the attached document and agree with its content:

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| --- | --- | --- |
| Stakeholders | Name and Title | Date |
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# Introduction

*This section should include the purpose of the project, its key objectives and examples of what will be communicated. Also include a summary of your communications approach and objectives in this section.*

*Headings have been left in as prompts.*

**Purposes of the [project]**



*Also provide more detail about the purposes of the project, or where that information can be found.*

**The key objectives are**



**Examples of what will be/is being communicated**

1. Background & purpose to the project
2. Objectives & scope
3. Benefits
4. Progress against plan, budget
5. Risks
6. Roles & responsibilities
7. Approach
8. Timescales

**Our approach and communications objectives are**

This is a working document which will be updated throughout the lifecycle of the project. A Tactical Communications Plan detailing all communications activity will be used by the project team to ensure that our communications remain on track.

# Stakeholder Management

### Stakeholder Map

*It’s helpful to include a diagrammatical stakeholder map in this section*

### Stakeholder Analysis

*Include a summary of your stakeholder analysis here, as well as your stakeholder analysis findings in tabular form.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Stakeholder Name** | **Department/Faculty and Title** | **Interest in Project** | **Concerns** | **Importance  (H, M, L)** |
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### Communications Approach by Stakeholder group

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| --- | --- | --- | --- | --- | --- |
| **Audience** (Faculty or Service) **(Who)** | **Channel (How)**  (Method of communication e.g. telephone, e-mail etc.) | **When & Frequency**  (When communication updates are required e.g. weekly, monthly etc.) | **Purpose (Why)** | **Action** (**owned by**) | **Deliverable** |
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### Key Messages

*Each project will have common key messages to communicate, record the top-level key messages here. Over time your key messages will need to be supplemented by supporting messages. These add colour and information to your top-level message and are often identified as part of the work of the project. Your key messages should be key, and therefore will be a relatively short list (ideally no more than 10, but often fewer).*



*For each key message identify the appropriate audience and record this in the table below*

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Audience** | | | | | | | | | | | |  |
| **Key Message** |  |  |  |  |  |  |  |  |  |  |  |  | **ALL** |
| This is a major change that will improve the technology experience for our students and staff. |  |  |  |  |  |  |  |  |  |  |  |  |  |

### Communication objectives by project schedule

*In this section provide details of your communication objectives throughout the lifecycle of the project, headings have been left in as prompts. These might be to communicate overall progress and envisaged benefits. Or more specifically to address concerns, to inform, to prepare for change and to encourage usage and subsequently to solicit feedback and communicate improvements.*

Throughout the project



Short-term: *[add time period(s) for example immediate, next month/quarter, before launch, launch and post-launch]*



### Our Tactical Communications Plan

A tactical communications plan showing key messages by audience and channel and date is also available here: *[insert link]*

Your name (ext nnnn)

Your Title/Office  
Your Faculty/Directorate