Sample System Communication Plan- Template

1. Objectives

What does your team hope to accomplish with your communication efforts?

2. System Levels & Roles

Level	Role
Complex systems must often communicate cross levels. Within the bounds of the system your team intends to impact, what levels (governance, intermediary, delivery) are involved?	*What will be their involvement in the system change?*

3. Communication Channels

From	To	Channels, Tools, and Platforms
Who will be sharing communication messaging?	*Who will be receiving the communication/messaging?*	*What methods of communication will be used?*

4. Communication Cadence

Activity	Frequency	Audience	Owner
How will we share?	*How often will we share?*	*To whom? In what setting?*	*Who is responsible for ensuring this activity is completed?*

5. Key Messages

What are the two to three key takeaways that your team wants to ensure audiences leave with?

6. Feedback Loops

What opportunities will you build into your plans to ensure you receive needed information from partners at various system levels.