

## FOR DISCUSSION PURPOSES

### Communications Plan [Project Name]

#### Project Background

#### Purpose of this Plan

#### Roles & Responsibilities

The following is a brief outline of the roles on the communications working group:

Spokespeople for this project include:

#### Stakeholders

**External Audiences:**

Internal Audiences:

Key Messaging / Call to Action

Tactics & Implementation Plan

Tactic	Materials/ Details	Target Audience(s)	Timing	Messaging/Assets	Responsibility
Website					
Social media					
Council Updates					
Internal updates					
Special events & Media outreach					

Tactic	Materials/ Details	Target Audience(s)	Timing	Messaging/Assets	Responsibility
Resident notices/ newsletters					

## Measurement