

Communication Planning *Worksheet*

Instructions:

- Review the [Build an annual communication plan](#) and [Program communication best practices](#) B-hive articles.
- Brainstorm Hum, Sing and Shout communications using the prompts below.
- Use the communication planning calendar or another calendar tool with your team to document the dates you will be launching each communication tactic in the next 12 months.
- Share your plan with the people you will be collaborating with, ask for feedback and determine next steps.
- Begin executing on your plan! As the year progresses check in on the impact your communications are making, are they increasing program awareness and impact? Adjust your plan as needed to meet your program goals.

Year-Round Program Communication

List the **HUM** communications you will use in the next 12 months. These are subtle, “always on” tactics that don’t require too much effort to maintain. Try and think of as many as possible.

List the **SING** communication tactics you will use in the next 12 months. Aim to deliver at least one sing communication per month.

Shout Campaign Communication

Identify your two largest campaigns per year and outline 7 communications options for each one. Read about why we recommend 7 campaign communications [here](#).

Campaign 1:

Campaign Name:

	Message (the main call to action)	Channel (email, Slack etc.)
1.		
2.		
3.		
4.		
5.		
6.		
7.		

Campaign 2: *List seven campaign communications*

Campaign Name:

	Message (the main call to action)	Channel (email, Slack etc.)
1.		
2.		
3.		
4.		
5.		
6.		
7.		

