

Communication plan

A simple plan to keep your team informed.

01 Choose your audience

Who is this update for, and what do they need to know?

02 Pick the right channel

Use a short team message for news and a guide for detail.

03 Set a useful rhythm

Share two useful updates each week and review the plan monthly.

Your four-week calendar

Start with two useful messages per week, then adjust.

Week 1: Introduce the change

Message 1: Explain what is changing and why.

Message 2: Share a practical example and invite questions.

Week 2: Help people get started

Message 1: Publish a short how-to guide.

Message 2: Answer the most common questions.

Week 3: Share what you learned

Message 1: Highlight a useful tip from the team.

Message 2: Share an example of the change in practice.

Week 4: Review and improve

Message 1: Summarize progress and remaining questions.

Message 2: Ask for feedback and explain the next step.

Before you send

Keep every message useful, clear and easy to act on.

Keep one main point

What should the reader understand after reading this message?

Make the next step clear

Tell readers what to do, where to go or who to contact.

Choose an owner

Assign someone to check the details and answer questions.

Review the results

Look at reader feedback and adjust next month's plan.