**Communications Plan**

**Description**

The Communications Plan facilitates effective and efficient dissemination of information to the project team and major stakeholders in the research project. It describes the content/topic of the communications, responsible team member for preparing and sharing the information, frequency of distribution, recipient of the information, and the method for dissemination. A project communication plan is important because it can ensure the project stays on track, on time, and on budget. A good project communication plan also ensures that all stakeholders are informed of the progress of the project, increasing customer satisfaction.

**Example**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CONTENT** | **TARGET AUDIENCE** | **DESCRIPTION/PURPOSE** | **FREQUENCY** | **OWNER** | **DISTRIBUTION CHANNEL** |
| Monthly Status Reports | Project Team Members | One-page communication of project progress/ deliverable status | Monthly | Project Manager | Email; SharePoint Team Site |
| Sponsor Reports | Project Team Members | Required SPONSOR reporting documents and financials | Quarterly | Project Team Lead | As determined by SPONSOR and award agreement |
| Meeting Minutes | Project Team Members | Meeting minutes/notes from weekly meetings | Weekly, within two days of meeting | Project Manager | Email; SharePoint Team Site |
| Change Requests/Log | Change Log Board | Form used to submit a change request for EC review and tracked by the log | As Needed | Change Manager | Email; SharePoint Team Site; Presented in weekly meeting |
| Newsletters | All Stakeholders | Provide all stakeholders with project updates/news | Quarterly | Project Manager | Email; SharePoint Team Site; Social Media; Project Website |
| Press Releases | All Stakeholders | Provide project updates/ successes | When deliverables are available to the users | Project Manager | Email; SharePoint Team Site; Social Media; Project Website; UNL Today; Other local newspaper |
| Social Media | All Stakeholders | Provide updates/successes | Weekly or as items can be shared | Project Manager | Twitter; Facebook; Instagram |
| SPONSOR Required Meetings | Executive Committee | Provide updates on project status | As determined by SPONSOR and award agreement | Project Team Lead | As determined by SPONSOR and award agreement |

Template [Copy and paste into your word document]

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| **SSCONTENT** | **TARGET AUDIENCE** | **DESCRIPTION/PURPOSE** | **FREQUENCY** | **OWNER** | **DISTRIBUTION CHANNEL** |
| What is the content (progress  reports, Sponsor reports,  Meetings,  Meeting minutes) | Who needs to receive the information | What is purpose of the content; how will it benefit the project/team/stakeholder(s). | (time based, e.g. daily, monthly; or project milestone based) | Who is responsible for preparing and sharing the information | How is the information communicated (email, internet, paper, instant message, face to face) |
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