**Communications Plan Template**

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| **Stakeholder Group (To Whom)** | **Content (What)** | **Purpose (Why)** | **Timing (When)** | **Media (How)** | **Responsible (By Whom)** | **Status\*** |
| *All military (- Marines)* | *Organizational value proposition; veteran hiring program details (several waves of content that build upon one another)* | *Recruit for general needs.* | *1st of next month* | *Email* | *Veteran Hiring Team Member* | *Planned* |
| *Marines* | *Recruit for specific skills.* | *1st of next month* | *Email* | *Planned* |
| *Transition support units* | *Awareness* | *Next week* | *In-person* | *Veterans Support Program Emissary* | *In progress* |
| *Local media* | *Awareness* | *Next week* | *Phone, email* | *Complete* |
| *Spouses* | *Recruit for general needs.* | *Two weeks out* | *Phone* | *Veteran Hiring Team Member* | *Complete* |
| *City chamber of commerce* | *Marketing piece that highlights organization’s veteran support program* | *Encourage awareness, support, and coordination.* | *Annual; March 1st* | *Email, web site* | *Veteran Program Leader* | *Planned* |
| *State ESGR* | *Planned* |
| *County Government* | *Planned* |
| *Veteran Collaborative* | *Planned* |
| *Community College* | *Planned* |
| *County Veteran Service Officer* | *Planned* |
| *Industry Trade Group* | *Applicable details of veteran support program* | *Understand opportunities and benefits of program.* | *Annual; Sept 1st* | *Email, sponsor-ships* | *Marketing, w/ Vet Program Lead* | *Complete* |
| *Suppliers* | *Bi-annual* | *Email, web site* | *Purchasing, w/ Vet Program Lead* | *In-progress* |
| *Customers* | *Monthly* | *Email, web site, adverts* | *Marketing, w/ Vet Program Lead* | *In-progress* |
| *Employee Civilian Peers* | *Documentation of all program details, training materials, expectations, roles & responsibilities* | *Understand and comply with program expectations.* | *Annual* | *Email; intranet site* | *Veteran Talent Translator, Veteran Support Program lead* | *Complete* |
| *Fellow Veteran Employees* | *Bi-annual* | *In-progress* |
| *Employee Managers* | *Annual* | *Complete* |
| *Employee Trainers* | *Annual* | *Complete* |
| *Employee Recruiters* | *Bi-annual* | *In-progress* |
| *Etc.* |  |  |  |  |  |  |

\*Status: Planned, In Progress, Complete