

COMMUNICATION MATRIX TEMPLATE – EXAMPLE

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STAKEHOLDER	COMMUNICATION OBJECTIVES	MESSAGE CONTENT	MESSAGE SENDER	COMMUNICATION METHODS	FREQUENCY	TIMING	RESPONSIBLE PARTY	COMMENTS
Identify the key stakeholders involved in the project or initiative. Please include the following information about each stakeholder: name, role, contact information, relevant interests, and communication preferences.	Define the overall communication objectives for the project, including such goals as raising awareness, promoting engagement, providing updates, or gathering feedback.	Specify the key messages that you need to communicate to different stakeholders. These messages should align with the project's objectives and meet the needs and serve the interests of each stakeholder group.	Indicate the person or team responsible for delivering each message. Doing this helps ensure accountability and clarity.	List the various communication channels that you will use to reach stakeholders. These channels can include email, newsletters, social media platforms, websites, meetings, workshops, or any other relevant medium.	Determine the frequency and timing of communication activities. Such activities can include providing regular updates, promoting milestones, highlighting events, or disseminating any other time-sensitive information.		Assign responsibility for each communication task to specific individuals or teams. Doing this helps ensure that your organization executes the communication plan effectively.	
				Email	As Needed			
				In Person	Once	June 1st		
				Face to Face	Daily	Early morning		
				Screen to Screen	Weekly	Wednesdays		
				Conference Call	Bi-Weekly			
				Meeting	Monthly	First Thursday		
				Newsletter	Bi-Monthly			
				Project Report				
				Other				

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