Step 3: Developing a Communication Plan

An effective Communication Plan will provide you with a focus and priorities for your communication activity around the TeleHealth programme rollout. This plan will determine:

- Your objectives
- Your audiences
- The tools you will use
- Your timetable

Define your overall communication objectives

{Articulate the communication results you would like to achieve here}

List your audiences and the communication objectives/messages you would use with each

{In addition to potential customers and the media this list could include internal audiences such as employees or Board of Directors}

List your tactics

{For each of your audiences list the tactics and associated tools you will use to communicate with them. This may be via website, e-newsletters, direct mail, media, corporate events etc}

Your timeline

{You will most likely have a different timeline for each audience with whom you are communicating. Timelines could be presented as:

Audience:

Communication Objective/Message:

Tactics:

Timeline:

Evaluation

{Include a method to evaluate your results.}