**COMMUNICATION MATRIX TEMPLATE – EXAMPLE**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **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 |  |  |  |  |

**COMMUNICATION MATRIX TEMPLATE**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **STAKEHOLDER** | **COMMUNICATION OBJECTIVES** | **MESSAGE CONTENT** | **MESSAGE SENDER** | **COMMUNICATION METHODS** | **FREQUENCY** | **TIMING** | **RESPONSIBLE PARTY** | **COMMENTS** |
|   |  |   |  |  |  |  |   |   |
|   |  |   |  |  |  |  |   |   |
|   |  |   |  |  |  |  |   |   |
|   |  |   |  |  |  |  |   |   |
|   |  |   |  |  |  |  |   |   |
|   |  |   |  |  |  |  |   |   |
|   |  |   |  |  |  |  |   |   |
|   |  |   |  |  |  |  |   |   |
|   |  |   |  |  |  |  |   |   |

|  |
| --- |
| **DISCLAIMER**Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |