

FREE TEMPLATE

Internal communications plan template

A one-page plan summary and a communications calendar, with a worked example to copy from.

1

Fill in the plan summary: goals, audiences, key messages, channels, roles, listening and measurement.

2

List every regular communication in the calendar, plus a row for urgent messages.

3

Review the plan every quarter, and straight away after any major change.

Example: communications calendar

COMMUNICATION	GOAL	AUDIENCE	CHANNEL	FREQUENCY	OWNER	HOW WE'LL MEASURE IT
Weekly company news	Keep everyone informed	All employees	Employee app news feed	Every Monday	Comms lead	Reach and reading by depot
Leadership video update (two minutes)	Explain decisions and plans	All employees	Employee app, depot screens	Monthly	Managing director and comms lead	Views and questions asked
Huddle points	Same message in every depot	Warehouse staff and drivers	Three points read at shift start	Daily	Depot managers	Huddles held, checked with managers
Manager briefing	Help managers explain changes	Depot managers and team leaders	Manager group in the app, plus email	Every Friday	Comms lead	Manager feedback each quarter

Step-by-step guide: blog.tchop.io/en/internal-communications-plan-template/

One-page plan summary

Write one or two lines per section. Keep the whole summary on one page.

SECTION	WHAT TO WRITE	YOUR PLAN
Plan period	For example: January to December 2027	
Plan owner	The person responsible for the plan, and who approves it	
Where we are now	Two or three sentences on how communication works today, and what isn't working	
Goals	Two to four goals, each with a number and a deadline	
Audiences	Every employee group you need to reach, including how they work and which channels they can use	
Key messages	The three to five messages every employee should understand by the end of the period	
Channels	Each channel you'll use, what it's for, and who it reaches	
Roles and approvals	Who writes, who approves, who publishes, and who answers questions	
Listening	How employees can ask questions and give feedback, and how you'll respond	
Measurement	What you'll track for each goal, and how often you'll review it	
Key dates	Fixed events for the period: results, town halls, launches, busy seasons	

Communications calendar

One row for each regular communication, plus a row for urgent messages, so everyone knows how they'll be handled before they're needed.

COMMUNICATION	GOAL	AUDIENCE	CHANNEL	FREQUENCY	OWNER	HOW WE'LL MEASURE IT
Example: weekly company news	Keep everyone informed	All employees	Employee app news feed	Every Monday	Internal comms lead	Reach by site
Urgent messages				As needed		

Example: plan summary

a regional logistics company with 1,200 employees, a head office, and nine depots. About 1,000 employees are drivers and warehouse staff, and most of them have no company email address. The company and figures are made up for illustration.

SECTION	EXAMPLE
Plan period	January to December 2027
Plan owner	Internal communications lead, approved by the managing director
Where we are now	News goes out by email and on depot notice boards. Office staff are well informed, but drivers and warehouse staff often hear news days later from colleagues.
Goals	1. By June, at least 70% of employees at every depot read the weekly company news. 2. By September, half of all employees answer the monthly pulse survey. 3. Every major change is explained to all staff before it starts.
Audiences	Office staff (desk, email) · Warehouse staff (shifts, no email) · Drivers (on the road, no email) · Depot managers and team leaders · New starters
Key messages	1. Where the company is heading in 2027. 2. What's changing in depots this year. 3. How to raise ideas and concerns. 4. Safety comes first.
Channels	Employee app on personal phones (news and polls for everyone) · Push notifications (urgent news) · Shift-start huddles (team leaders) · Email (office staff) · Depot notice boards (back-up)
Roles and approvals	Comms lead writes and publishes. Managing director approves leadership updates. Depot managers run huddles. HR answers pay and contract questions.
Listening	Comments on every news post, a monthly three-question poll, and a monthly "you said, we did" update
Measurement	Reach and reading by depot, poll response rate by depot, and questions asked each month. Reviewed every quarter
Key dates	Annual results (March) · Peak season (November and December) · Summer safety campaign (June)

Example: communications calendar

COMMUNICATION	GOAL	AUDIENCE	CHANNEL	FREQUENCY	OWNER	HOW WE'LL MEASURE IT
Weekly company news	Keep everyone informed	All employees	Employee app news feed	Every Monday	Comms lead	Reach and reading by depot
Leadership video update (two minutes)	Explain decisions and plans	All employees	Employee app, depot screens	Monthly	Managing director and comms lead	Views and questions asked
Huddle points	Same message in every depot	Warehouse staff and drivers	Three points read at shift start	Daily	Depot managers	Huddles held, checked with managers
Manager briefing	Help managers explain changes	Depot managers and team leaders	Manager group in the app, plus email	Every Friday	Comms lead	Manager feedback each quarter
Pulse survey (three questions)	Hear from every group	All employees	Poll in the employee app	Monthly	HR and comms lead	Response rate by depot
"You said, we did" update	Show feedback leads to action	All employees	Employee app, depot notice boards	Monthly	Comms lead	Comments and reactions
Urgent alerts	Safety notices and site closures	Affected depots	Push notification, with text message back-up	As needed	Operations and comms lead	Read within one hour

tchop is a communication hub for branded mobile and web apps, made for small teams to reach many employees. People without a desk or company email open their company's branded app with an access code from their employer. News, polls, and push notifications then reach them on their phones.

[Book a 20-minute demo](#)