EXTERNAL COMMUNICATION MATRIX TEMPLATE

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STAKEHOLDER / DEPARTMENT	CONFIDENTIAL (Y/N)	COMMUNICATION OBJECTIVES	MESSAGE SENDER	COMMUNICATION METHODS	FREQUENCY	TIMING	DEPT / PARTY RESPONSIBLE	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.	Select Yes or No for each line item.	Define the overall communication objectives for the project, including such goals as raising awareness, promoting engagement, providing updates, or gathering feedback.	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.	

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