



Appendix 6.8

Communication Plan

Communication Flow (Visual)	Who? Audience	Why? Purpose of your Communication	What? Content / Key Message	How? Method and Impact	When? Frequency and Timeline	Who? Person
<p>Informs direction of communication.</p> <ul style="list-style-type: none"> External / Internal Lateral Downward Upward 	<p>Identify the person or persons you are communicating with and tailor the message accordingly.</p> <ul style="list-style-type: none"> One to one communication. Group communication. 	<ul style="list-style-type: none"> Inform / Update Discussion Decision Ask Educate Influence Orientate 	<ul style="list-style-type: none"> What do you want to tell your audience? What does your audience need to know? What action is required? <p>Tip: Messages should be accurate, brief and clear. See the HSE Guidelines for Communicating Clearly: https://www.hse.ie/eng/about/who/communications/communicating-clearly/guidelines-for-communicating-clearly-using-plain-english.pdf</p>	<ul style="list-style-type: none"> Meetings Face to Face Virtual Phone calls Emails Printed Material Social media <p>Tip: Use the most effective method of communicating to deliver the message to maximum impact based on content and audience. (more than one method may be required)</p>	<ul style="list-style-type: none"> Consider the best time to share information: will your message compete unnecessarily/ be impacted by other events? Clarify required frequency of communication. How will ongoing & close-the-loop communication be managed? <p>Tip: Timing is key and planning is vital</p>	<p>Person Responsible for Issuing the Communication</p>