[](https://www.smartsheet.com/try-it?trp=11809&utm_source=template-word&utm_medium=content&utm_campaign=External+Communication+Matrix-word-11809&lpa=External+Communication+Matrix+word+11809)**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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| **STAKEHOLDER / DEPARTMENT** | **CONFIDENTIAL ( Y / N )** | **COMMUNICATION OBJECTIVES** | **MESSAGE SENDER** | **COMMUNICATION  METHODS** | **FREQUENCY** | **TIMING** | **DEPARTMENT RESPONSIBLE** | **COMMENTS** |
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