

ADAPTABLE CALENDAR OR WORKPLAN TOOL								Quarter 1			Quarter 2			Quarter 3			Quarter 4		
								Month	Month	Month	Month	Month	Month	Month	Month	Month	Month	Month	Month
								YEAR	YEAR	YEAR	YEAR	YEAR	YEAR	YEAR	YEAR	YEAR	YEAR	YEAR	YEAR
	Target Audiences	Purpose	Core Content	Content Source	Owner/Reviewer	Distribution List	Effectiveness Measure?												
Project management																			
Comms plan																			
Branding																			
Budgeting																			
Vendors																			
etc																			
Metric Collection																			
Metric A																			
Metric B																			
etc.																			
Digital communications																			
Website																			
Social media A																			
Social media B																			
Podcasts																			
Sharepoint comms																			
Content creations																			
Newsletter A																			
Newsletter B																			
Video																			
Writing/copyediting/blogs																			
Press releases																			
Graphic design																			
Brochures, reports, etc.																			
Annual Report																			
Infographic																			
Podcasts																			
Events (new row for each event)																			
Marketing																			
Survey																			
Mobile app content																			
Add rows for other trainings, conferences																			