

# How to create a security awareness

## communication plan in 10 steps

### 1. Know your key messages

Make sure you know the reason and objectives behind the communication.

### 2. Identify your audience

Knowing this will help determine your content, channels, and planned activities/trainings.

### 3. Pick your channels

This determines what messaging you can create. Consider what options are available as well as where to best reach your target audience.

### 10. Tweak where necessary

Adjust additional communications based on the performance of your first ones.

### 9. Measure the impact

Gather data on its performance through click through rates or surveys.

### 8. Review where necessary

If your content needs approval, make sure to send it for review with ample time.

### 7. Draft your content

Consider the tone of voice and type of visual branding you want to use.

### 6. Make a calendar

Make sure you know when, how, and where to send out your communications.

### 4. Identify KPIs

Make sure you know how to identify whether the communication has reached its goal or not.

### 5. Determine a frequency

Make sure your message gets through whilst avoiding communication fatigue.

