

Data Communications Plan

Use this document at the beginning of a project to think through the potential audiences for your data, what information they'll want to hear, in what format, and when they need it. Think of cost in terms of actual costs and your time.

Potential audiences can include: Board of Directors, Policymakers, Internal staff, Public, Media outlets, Funders, etc.

Formats can include: Slideshow, One-page summary, Dashboard, Full report, Executive summary, Physical object, etc.

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For more guidance on getting the right data to the right audience in the right format, check out:

Stephanie Evergreen's blog post on [Data Viz Audiences](#)

Evergreen Data's online [Certification Program](#)

This planning tool is inspired by Kylie Hutchinson's work in Innovative Evaluation Reporting

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