Creating a Communication Map

This document will provide you with the steps to create a communication map.

### Prepare your content

1. **Start with the original process guide or information sheet.**
   
   If this does not exist, document all steps or pieces of information to convey.

2. **Chunk together steps or pieces.**
   
   Depending on the content you can chunk by content type, timeline, job function, etc.

   - **4-6 weeks out:** red
   - **2-3 weeks out:** blue

### Create your map

3. **Determine the layout.**
   
   Be mindful about cell alignment in tables. Some cells may need to be merged or split to accommodate more data in one column.

   - **Tasks and Timeline to Prepare for Program**
   - **Drum Before Program**
   - **Weeks Before Program**
   - **Tasks Before Program**
   - **Weeks Before Program**

   - **Weeks Before Program**
   - **Weeks Before Program**

4. **Determine placement of information within the layout.**
   
   For example, generic information may be best in the upper right corner.

   - **Location**
   - **Program Dates**
   - **Facilitator**
   - **No. of Participants**
   - **Program Dates**
   - **Facilitator**
   - **No. of Participants**

5. **Use color to group information.**
   
   For example, you can use color to group steps by timeline, category or who is responsible for a task. The example in Step 3 shows information grouped by timeline.

6. **Use icons, a different font or color to call attention to important information.**

7. **Embed associated documents and links into the map.**
   
   Be mindful of documents that are saved on internal networks. If you are sending the document to someone without access to these networks you will want to embed the document into the map or provide a public URL.

8. **Test**
   
   Test the map with someone unfamiliar with the process.