

CO-CREATE A COMMS PLAN WITH AI



Keep this handy guide open next to your content window while you work through these simple steps.

Need a refresher or sample prompts?

Visit the [full guide on benlewiscomms.com](https://benlewiscomms.com)

Step 1: prepare

- Ensure you have access to an AI tool
- Gather information about the initiative
- Collect examples of previous comms

Step 2: set the scene

- Give your AI tool context: explain what and why
- Upload the information you gathered
- Give the AI a role: an experienced IC consultant
- Introduce the task

Step 3: draft the objectives

- Upload a previous IC plan for reference
- Ask AI to draft similar objectives
- Specify objectives framework: know, feel and do

Step 4: identify the audiences & channels

- Create a list of your audiences and channels
- Ask AI to identify the right ones from the list
- Present the results as two bulleted lists

Step 5: draft the key messages

- Explain the purpose of the key messages
- Ask AI to draft them as bullets; highlight key words
- Keep tone optimistic and action-focused
- Strengthen with facts and figures

Step 6: schedule the communications

- Explain why you need a communications schedule
- Give overall initiative timings
- Ask AI to create a table, specifying column titles
- Avoid holidays and other blackout periods
- Break complex plans into multiple phases
- Present content as bullets; actions clearly marked

Step 7: plan your measurement

- Explain why you need to measure comms impact
- Ask your AI tool to recommend 3-5 metrics
- Include how to capture and reporting frequency
- Specify a mix of quantitative and qualitative