

WORKSHEET D: Creating and Implementing a Communication Strategy

How will you share your message with your intended audience? Several different channels may be a good fit in terms of communicating with your audience. Use the information you've gathered in Worksheet D to think about which channel might best reach your intended audience. Once you decide on the optimal channel(s) and approach(es), use the action plan template to create an action plan and carry out your communications campaign.

<p>1. Select a marketing channel or channels <i>(i.e., mass media, interpersonal, community outreach, social media, media relations, non-traditional media, other).</i></p>	
<p>2. Why did you select this channel?</p>	
<p>3. What's your plan for conveying your message through this channel?</p>	
<p>4. What are your goals for this campaign?</p>	<p>By <u>(date)</u>, we will reach <u>(percent or number)</u> of our intended audience through <u>(communications channel)</u>.*</p> <p>Our communications campaign in its entirety will reach <u>(percent or number)</u> by <u>(date)</u> and lead to <u>(number)</u> of actions taken.</p> <p>* You can repeat this same sentence for each channel you intend to use.</p>

Use this information to create your action plan. For an action plan template and sample action plan, visit the MassTAPP website: <http://masstapp.edc.org/step-3-strategic-planning/task-7-develop-action-plan>