

Questions to Consider

Questions to help guide you as you go through the process to develop a communications strategy.

OVERALL

- What is your or your organization's capacity for communications efforts?
- Who should be involved in the communications strategy development?
- Who needs to approve your plan before it can be implemented?

WHEN REFINING GOALS

- Is this a goal - something we want our communications to achieve in the long run?
- Is this goal tied to our organizational goals?
- Does this goal make sense for where we are at as an organization right now?
- Is this goal specific enough that our small team can make progress towards it?

WHEN DEVELOPING INTERIM OBJECTIVES

- Thinking backwards, what steps need to be achieved, or conditions need to be in place, to meet this goal?
- Who is affected by this goal?
- Is the objective we created specific, measurable, attainable, relevant, time-bound (SMART)?

WHEN DEFINING SPECIFIC TACTICS AND MESSAGES

- Defining audience:
 - Whose knowledge, attitudes and behavior must be changed in order to meet our goal? (primary audience)
 - Who is affected if we succeed in this goal?
 - Who else might be able to influence the primary audience?
- Defining messages:
 - What do they need to know?
 - What is the basic message we need to get across?
 - What message resonates with this audience?
- Defining methods:
 - What types of media does this audience prefer?
 - Are there existing forums we can tap into?
 - What additional materials could be created?
- Ensuring success:
 - What are some indicators or specific measures to show we are making progress towards our goals?