

## Action Plan Outline

### Identify the following –

1. E-strategy and/or video objective(s):
2. How you will apply baseline metrics:
3. Your key audience (who's likely to be receptive to your message and who needs to hear it the most):
4. Audience demographics (at least three characteristics, preferences and behaviors that affect how they may respond to your E-strategy or video message(s))?
5. Audience communication practices and channels (e.g. are they on YouTube, Facebook or Twitter; do they use them; what do they use?):
6. Key message(s)/central ideas (use no more than three):
7. Communication channel(s) and the tracking mechanisms you have in place for most (if not all) of the online channels:
8. Map out how to integrate your video with other communications channels to be use together strategically:
9. Resources that could provide video support (e.g. MOW PSA's and stories, paid or volunteer staff, money and/or in-kind donations):
10. Timing to distribute video through your communications channels:
11. How you will track and apply metrics:
12. How you will celebrate success: