

Advanced E-Strategy

Action Plan Outline

Identify the following –

1. E-strategy 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 social media message(s))?
5. Audience communication practices and channels (e.g. are they on 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 the communications channels will be used together strategically:
9. Resources that can help support your E-strategy initiatives (e.g. MOW media sources, paid or volunteer staff, money and/or in-kind donations):
10. Type(s) of social media needed to integrate with campaign and/or event:
11. How you will access content for your social networks ongoing:
12. How you will populate your social networks with followers:
13. Timing to distribute messages through your communications channels:
14. How you will track and apply metrics:
15. How you will celebrate success: