



Designing Strategic Communications

Purpose

What change do we hope to create?

Shorter term?

Longer term?

How will we know if it happens?

Audience

Whom do we need to engage? Who is this "for"?

How do they see the world?

What do they believe and care about?

What do they hope to accomplish? What motivates them?

What do they need? What problem do they have?

Who do they trust or respect?

What's our existing relationship?

What do we want them to do?

Coordination

How does this work align with the overall purpose & priorities, comms strategy, and calendar?

What work, related to this purpose or audience, is already happening?

Who needs to be involved...in planning? in creation? in evaluation and reporting?

What timing and deadlines do we need to follow?

How will related information be organized, managed, and shared?

What constraints (time, funding, skills, roles, permissions, knowledge) do we have?

What additional gifts, capacities, or resources might we need to recruit?

How will we evaluate, learn, and make changes?

Content

Where can we make a unique contribution, distinct from what is already available?

Where can we add value by gathering, curating, or sharing existing content?

Where can we add value by creating new content?

What existing channels can we use to share content?

Policy

What approvals do we need...to begin? to publish?

What instructions, templates, or guides do we need to follow?

What training or support do we need, and who can provide it?