

WORKSHEET

Breakout Session: Integrated Strategies for Online Communications

These questions are designed to help you start developing an integrated strategy for your section's online communications.

1. Assess

- a) Describe your section's current online presence and online communication tools. What is effective? How do you know it's working/not working? What steps can you take to develop a better understanding of how things are going right now?

- b) What are some resources available to your section that could contribute to your success with online communications? Think about people, community relationships, budget dollars, tools you already use, etc.

- c) What are some unique challenges facing your section that will need to be considered when making decisions about your online communications plan?

2. Understand Your Audiences

- a) Who is your current audience? List some of the groups your audience falls into.

- b) Who is your ideal audience? Who do you want to become involved (or more deeply engaged) in your section?

- c) Your ideal audience likely includes many different groups of people. Which one or two groups would it be most effective to focus on? What group(s) – when engaged – can give the most back to your section (in time, service, or dollars)?

- d) What are some ways you can learn more about your audience's needs and interests?

3. Set Goals

a) What do you want to accomplish with your online communications plan? OR

What do you want to accomplish with a specific online communication tool (i.e. website)

b) If you're not ready to identify concrete goals yet, try brainstorming some key aspirational words that describe your ideal online presence or your ideal online community.

The S.M.A.R.T Guide to Goal-Setting

S Specific

M Measurable

A Attainable, Action-oriented, Agreed-upon

R Realistic, Relevant

T Timely, Tangible

A typical goal might be "I'm going to get in shape."

But a S.M.A.R.T goal would be "I'm going to join a health club and work out three days a week."

4. Identify Activities/Tools and Craft Messages

a) Brainstorm some ways your section can communicate with the groups who are part of your ideal audience, in order to reach the goals you've outlined. Identify at least one easy activity/strategy you can implement immediately, and one that may require more planning or resources.

b) How will your messaging angle(s) differ for each of the groups that comprise your audience? (What kind of "pitch" is going to be most compelling/ relevant to each group?)

5. Monitor and Track Results

a) What information do you need to know in order to determine if your strategies are effective? What information is going to be most valuable in shaping future strategies and decisions?

b) Brainstorm some assessment tools you can use to monitor your activities and track your section's progress towards reaching its goals. Think about quantitative and qualitative tools.