

SAMPLE Quarter 3 Communications Plan

June 2016 – September 2016

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Section I. Strategy Overview

Positioning Statement

A. Online Communication Objectives

B. Target Audiences (in order of priority)

C. Desired Actions from our Audience

Section II. Baseline Overview

A. Home plate: Where are we now?

1. Website

a. Hits

b. Traffic volume

c.

2. Emails

a.

3. Facebook

4. Twitter

5. Youtube

- Intermediary goals (every three months, what type of growth would we like to see?)
- End goals (where will you be in 12 or 18 months?)

Section III. Communication Platforms

A. Communication Channel, Target Audience and Message

1. Website

- New article or blog once a week
- **Target audience** includes:

2. Emails

- E-newsletter or action alert once every 1-2 weeks
- Periodic email blasts around one key issue
- **Target audiences**

3. Facebook

- Multiple updates each week (ideally several per day)
- Periodic promoted posts for excellent resources or important messages
- **Target audience**

4. Twitter

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5. YouTube

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Section III. Messaging

B. General messaging this year on each issue area

Prevention

- Idea 1
- Idea 2
- Idea 3

Treatment

- Idea 1
- Idea 2
- Idea 3

Recovery

- Idea 1

- Idea 2
- Idea 3

C. Key Dates

Build up to key dates with related messaging the preceding week or month, depending on the importance of the event.

July 2016

August 2016

September 2016

Section IV. Social Media Campaigns

Section VI. Results & Targets (Set targets in different color)

Platform	1/1/16	3/31/16 6	6/30/16 6	9/30/16 6	12/31/16 6	3/30/17 7	6/30/17 7
Social Media							
Facebook Fans							
Facebook Reach							
Engaged Fans							
Twitter Followers							
Retweets (last 30 days)							
Tweets favorited (last 30 days)							
Twitter mentions							
Action Alerts							
Total subscribers							

Average open rate							
Average click-through rate							
Average unsubscribe rate							
Website Traffic							
Average monthly unique visitors							
Number of pages per visit							
Proportion return visits							
Online Goals							
Signed up for email updates							
Completed a donation							
Submitted a program application							