



YOUR VISION

Identify your target audience

Research how they currently obtain information.

- What does the online conversation currently look like as pertains to your mission?

What would you bring to the table?

Does your involvement add value to the conversation already happening?

What do you want to accomplish?

Dissemination vs Engagement vs Collaboration

- What would the interaction look like if fully successful?
- Does this align with overall communication plan & objectives?
- Does this further your agency & program's mission?

For helpful resources across HHS and the Federal Gov't visit

NewMedia.hhs.gov/resources

PLANNING & STRATEGY

Choosing a tool / platform

Every platform has a different culture that requires a different style of messaging.

- What tools do your target audience use?
- What experience do you have with the different platforms?
- Will you need to develop new content?
- Can the information be repurposed for use on other platforms?
- What voice/personality will you have?
- Do resources in your office help determine which platform you should use?

Engaging the Community

The topic and platform you select may help shape the extent of your engagement.

If allowing users to contribute content:

- Who will be responsible for moderation?

If reaching out / responding to others:

- What are the criteria for when to say what?

How will you be responsive to your audience?

Leveraging others

Chances are there are others out there doing something like what you want to do.

- What other organizations and/or Gov offices are doing similar activities?
- Are there opportunities to partner and/or merely support them?
- How will this integrate with your traditional media or in-person efforts?
- What models out there can you build on?

PRACTICAL CONSIDERATIONS

Availability

Has the Department signed a TOS agreement for the tool you wish to use?

[Go to NewMedia.hhs.gov/standards/tos.to.find.out](http://Go.to/NewMedia.hhs.gov/standards/tos.to.find.out)

Accessibility

Is the platform you plan to use accessible to those with disabilities? If no, then the content must be available elsewhere.

Resources

How often will you post? Who has to be involved in the carrying out your strategy?

Promotion

How will your target audience find out about your new effort? Through what avenues do you already have their attention?

Ongoing Quality Assurance

What mechanisms will you have in place that provide feedback (internal and/or external) on your activities? How regularly will you monitor & report on the efficacy of your efforts? What metrics are available and which will you use?

Records Management

How will you capture posts/comments? Will you be able to respond to a FOIA request?

Evaluation

How will you measure "success"?

