What's in a Plan

Planning the who, what, when, where, why and how is critical to the success of any new media effort. It is also an important part of using new media responsibility as an official government entity. See the suggested elements below for what you might want to include in your plan.

Mission & Purpose

Identify the mission of your program or agency and how the following plan will support that mission.

Audience

Identify your target audience and any secondary audiences that you hope to engage. How do you currently interact with your target audience? Where does your audience engage online?

Objectives & Goals

Identify specifically what you want to accomplish through the plan that follows and how the objectives provide value to your program and your audience.

Messaging

Identify any key messages that are important to highlight through your campaign.

Tools, Tactics, & Channels

Identify the tools, tactics, or channels that you will use, and explain why these are the best selection for your purpose and audience.

Roles & Responsibilities

Determine who is on your team, who is responsible for what and any other teams or individuals you will need to work with to begin your work and maintain it over time.

Processes & Procedures

Identify any standards or relevant workflows for producing content, such as clearance, AP style, editorial reviews, and submission for posting.

Technical Requirements

Identify any new technical requirements that you will need to set up and manage your plan.

Timeline/ Calendar

Determine how often you will produce and post new content and if you can plan ahead for major milestones, holidays, or events.

Standards & Policies

Identify the standards and policies that are relevant to the tools and tactics to be used, and how you will ensure you will meet any requirements.

Promotion

Explain how you will promote your efforts, cross promote over other available channels, and leverage partner channels.

Evaluation

Identify how you will determine if your efforts are successful and what level and frequency of reporting will allow you to track your progress and make improvements.