

## Facebook & Twitter & Pinterest, Oh My!

### Communications Strategies for the Small Anti-Violence Organization

#### Who is our current audience?

- For each group, describe their characteristics. Consider their gender, orientation, age, ethnicity, geography, SES, career type, values, interests, and more.
- Then consider what might be an appropriate platform for that group: print media, electronic newsletters, social media, etc.

Group	Characteristics	Possible Platform
Clients		
Donors		
Board of Directors		
Volunteers		

#### What content are we already sharing?

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#### What additional content could we share?

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**Should we use this new platform?** \_\_\_\_\_

1. *Goal:* What is our goal with this platform? \_\_\_\_\_

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2. *Audience:* Does our audience use this platform? \_\_\_\_\_

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3. *Knowledge:* Do we have the knowledge, skills, and time to use this platform? Who?

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4. *Resources:* What content would we put on this platform? Does it already exist or would I have to create it? Do we have the resources (knowledge, skills, time, \$\$) to create it?

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5. *Trend:* Is this platform just a trend? Is it well-established? Is it outdated?

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**What tactics do we already use?**

What are we already doing?	What resources does it take?	Who is responsible for this?	How impactful is it?
What more could we do?	What resources would we need?	Who would likely be responsible for this?	How impactful would it be?