



What is your content strategy?

Now that you've identified your target audiences and the platforms you'll find them on, the next step is to develop a content strategy that you know will engage and inform them.

List the content types that are relevant for your selected social media platforms

1 _____	2 _____
3 _____	4 _____
5 _____	6 _____

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Do you have the skills required to execute the content types outlined?

YES NO

(If no, see the "Resources" section for inspiration on creating content. Alternatively, if you have the budget, consider outsourcing some of your content requirements.)

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The tone of your campaign is very important. Have you an agreed tone of voice that you wish to underpin all of your content and communications with audiences online?

YES NO

(If no, establishing an agreed tone should be a priority for your campaign, as it can make or break a person's decision to get involved. See "The Importance of Tone" in the Yes Equality case study.)

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Are there other organisations or groups campaigning on the same issue, where collaboration or cross-posting of content could be an option? If so, who are they?

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Each channel requires its own, ongoing content strategy to reach the target audience and meet specific goals. Use the following table to map out content ideas for your campaign.