



## What are your aims and objectives?



## What is the mission statement or vision for the campaign?

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## How do you envisage using digital and social media to help achieve your goals?

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## Who are your target audiences?

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The headings below will suggest possibilities:

**Who currently supports your issue?**

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**Who is affected by your issue?**

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**Who has influence on the change you seek?**

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**Whose support do you seek?**

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**Who does not support your issue?**

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**Who actively opposes your issue?**

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## What are you going to say?

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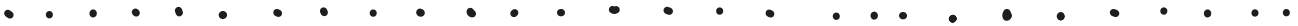
What words do people currently use to describe your issue?

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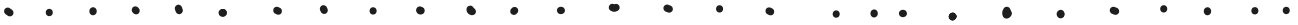
What words do you want people to use to describe your issue?

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How can things get better for your issue? What is the change you seek?

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What can people do to help achieve that?

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## Which platforms will you use?

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Keeping your target audiences in mind...

### Questions to consider when selecting social media platforms for your campaign

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**Q. Do you know which social media platforms your target audiences are most active on?**

YES  NO

(If **yes**, what are they? \_\_\_\_\_)

(If **no**, do some research on audience behaviour online, or refer to the most popular platforms in the “Designing Your Digital Strategy” section.)

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**Q. Do you have the resources to maintain an active presence on the platforms you’ve outlined?**

YES  NO

(If **no**, choose the top 3 platforms that are most relevant to your campaign.)

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**Q. Are you, or is someone on your team, confident of being able to use the selected platforms effectively?**

YES  NO

(If **no**, make time to do some research. Learn from others – see “Case Studies”. Alternatively, consider bringing in someone who is experienced in using social media for campaigning.)

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**Q. Are you willing and prepared to engage with audiences and respond to genuine comments and questions on your selected platforms?**

YES  NO

(If **no**, you need to reconsider your approach and reasons for using social media. Failure to maintain an active presence or engage in dialogue with your audience could do more harm than good to your campaign brand.)

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**Remember, you will only get out what you put in. If you cannot put in the time, effort and resources required, you need to minimise your expectations from social media.**

Carefully consider why you want to use each platform you select and how you expect it to benefit your campaign.

Focus on the platforms that you know your audiences enjoy and that you are comfortable with.



## What is your content strategy?

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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.**











## How will you engage your audiences?

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To engage with your audiences, you need to be able to listen to the conversation on social media and respond where appropriate.

The table below will help you to outline what you should be listening for to identify opportunities for engagement. Social listening will also help you understand what people are saying about your campaign, what the tone of the conversation is like, and what the output is from any opposition groups.

<b>Your Campaign Name / Associated Groups</b>	
<b>Opposition Names</b>	
<b>Influencers in the Conversation</b>	
<b>Relevant Keywords / Hashtags</b>	
<b>Positive and Negative Terms</b>	





## What does success look like?

What would success on social media look like for your campaign?

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Which social media metrics will help you measure performance towards those goals?

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As you monitor your social media performance on an ongoing basis, you should aim to answer the following questions:

What's working, and in what sense?

What's not working, and why?

How will we amplify and do more of what's working?