What’s in a Plan
Creating a plan is important. 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 will 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.