



Digital Communications Planner

Project title:

Target audience

Call to action

Project Objective:

Share

Listen

Publishers

Commentators

Connectors

Impact

Reach

Reaction

Change

Engage

Anticipated questions / criticisms

Planned questions / responses / topics of focus

Signed off

Date



Digital Communications Planner

Project title:

Target audience
Who are you trying to reach?

Call to action
*What do you need people to do online?
(Visit a page, complete a transaction, take part in a consultation)*

Project Objective:

Share
What content do you have to make this shareable? (Images, video, key quotes, facts)

Listen
Who are the online influencers for this audience?

Publishers	Commentators	Connectors
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Impact

Reach <i>How many people actually read your message? (Twitter impressions, Facebook reach, website visits)</i>	Reaction <i>What did people do next? (Twitter retweets and replies; Facebook shares, comments and likes; sentiment analysis)</i>	Change <i>Did people take an action? (Matches your call to action and long-term objectives)</i>
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Engage
What questions and criticisms could this raise and could you pose your own questions to encourage debate, discussion and engagement?

Anticipated questions / criticisms	Planned questions / responses / topics of focus
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Signed off	
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