

Club / Organisation Name

Digital and Social Communications Framework

Date for life of plan

VERSION ...
Prepared by...
Approved by...

The Strategic Context for Communication at *OUR ORGANISATION*

All of our communication activity supports our strategic direction. It also encompasses what the club would call it's 'brand'.

CLUB VALUES

- XXX
- XXX
- XXX
- XXX
- XXX
- XXX

MISSION

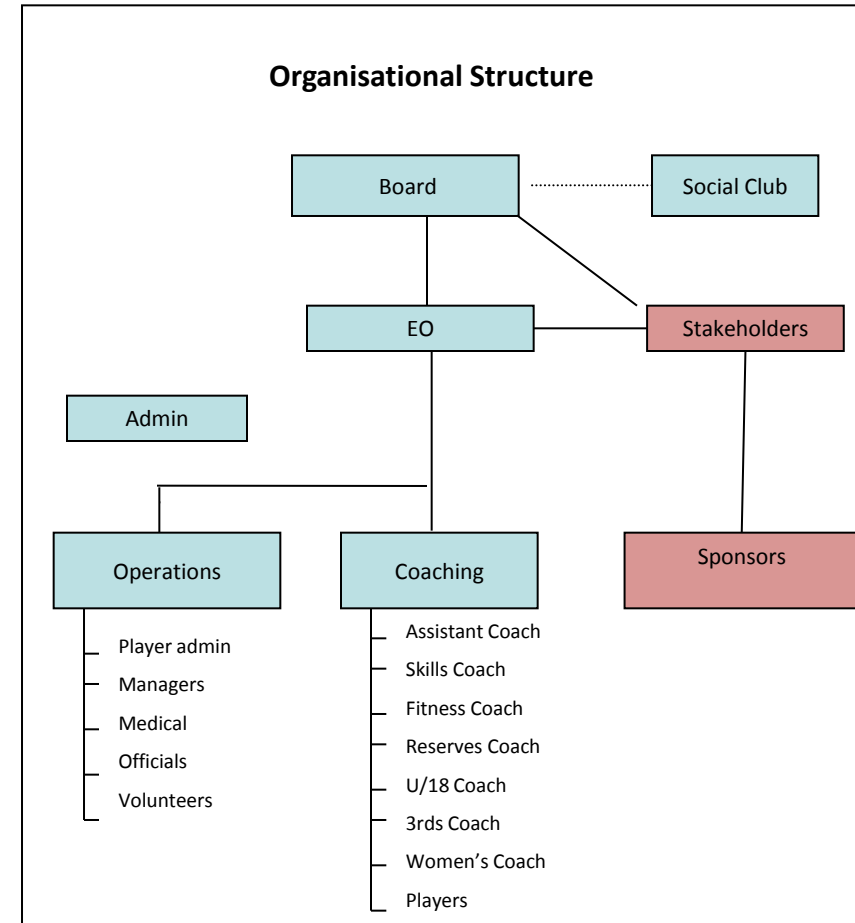
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GOALS

- XXX
- XXX
- XXX
- XXX
- XXX

We will know we have achieved these when:

- XXX
- XXX
- XXX
- XXX
- XXX



We are also conscious of our Accidental Brand*. To manage the chances of developing an accidental brand, we will NOT let the following happen:

1. XXX
2. XXX
3. XXX

The Accidental Brand is the ACTUAL experience your stakeholders have with you rather than the one you espouse

What are our Communication Objectives

Communication Objectives are a definition of how you think communication will support your strategic goals. They must be succinct and measurable

Objectives in terms of Goal 1

xxx

Measure

Objectives in terms of Goal 2

xxx

Measure

Objectives in terms of Goal 3

xxx

Measure

Objectives in terms of Goal 4

xxx

Measure

Audiences and Key Messages

What are our audience segments

1. xx
2. xx
3. xx
4. xx
5. xx

What is their motivation (may be multiple)

1. xx
2. xx
3. xx
4. xx
5. xx

Which segments do we want to concentrate our effort on:

What are the key life events that they move through and messages at each event?

Social and Digital Media Usage

Which Digital and Social Media Platforms do we choose to utilise and what activities will occur?

Broadcast (content we broadcast and do not expect a response to)
Platforms

Activity

Timing

Network (content we deliver in order to engage the audience and get a response)
Platforms

Activity

Timing

Promote (commercial but not always financial)
Platforms

Activity

Timing

Internal Communication (designed to communicate but not broaden the network)
Platforms

Activity

Timing

Broader Channel Strategy

We have identified our Digital and Social Media platforms but we need to align this with our existing channels to ensure consistency and effective use of resources:

Objective	Existing Channel	Social Channel	Interaction / alignment	Resource