



Quick Guide to Communications for Building Activism

The plan:

- Who are we communicating with?
- What are we communicating?
- Why are we communicating?
- How are we communicating it (the tone)?
- When are we communicating it?
- Where are we communicating it (the channels)?

The keys to developing/using the plan:

- Demographics (Who)
- Messaging (What)
- Purpose (Why)
- Tone (How)
- Timing (When)
- Channels (Where - method)

The DOS: <ul style="list-style-type: none">• Be inclusive• Be intentional• Be informational• Be patient!	The DONTs: <ul style="list-style-type: none">• Be exclusive• Be inconsistent• Be misinformational• Get upset/annoyed
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Social Media:

Don't be afraid of Social Media. It can work very well. Just be patient and realize it can go wrong sometimes. Attempt to defuse and disengage when possible. When used for events and information as opposed to opinion, it can be a great way to communicate, but NOT the ONLY way!