



Use this worksheet to help strategize about your audience and the potential social media tools/channels you may want to use for your campaign or communication activity.

1. Target your audience

Describe the person(s) you want to reach with your communication; be as specific as possible. More than one audience may be listed. Include a primary and secondary (influencers) audience if appropriate. (Examples: Mothers of children younger than two years old living in Atlanta, Agencies working with families of young children experiencing homelessness.)

I.

II.

III.

2. Determine your objective

What do you want to achieve through your social media outreach and communication? This could include something you want your target audience to do as a direct result of experiencing the communication. Objectives may include (but are not limited to) the following:

- a) Provide information
 - Highlight a campaign
 - Utilize a particular resource/checklist
 - Reinforce quality child care messages
 - Encourage interaction
 - Obtain feedback/exchange ideas
 - Collaborate with partners(Example: Increase awareness of immunization campaign.)

I.

II.

III.



b) Re-state your objectives in **SMART** terms:

Specific – Your objective should state in concrete, detailed and well-defined terms what exactly are we going to do for whom?

Measurable – Your objective should be quantifiable and the source of measurement should have been identified.

Attainable/Achievable – Can the objective be achieved in the proposed time frame with the resources available?

Relevant/Realistic – Is the objective directly related to the overarching communication goal from your communication plan?

Time-bound – Have deadlines been set?

(Example: By December 2018 (time-bound), there will be a 5% increase (measurable) in mothers of children under age five in the Atlanta Metro area using your quality child care checklist (specific), as measured through surveying.

- I.
- II.
- III.

3. Define audience communication needs

People access information in various ways, at different times of the day, and for different reasons. If possible, define your audience’s needs by using market research and other data.

Describe your audiences and their child care information needs.

4. Goal integration

a) Describe how your social media objectives support your organization’s mission and/or overall communications plan.

b) How do your social media objectives support other online or offline components? What events (either national/state/local) present communication opportunities?



5. Message development

Develop key messages based on the target audience(s) and objectives identified. (Example: For moms of young children to be ambassadors of quality child care, "You can help other families by sharing child care resources. Share this referral number (800) 424-2246 and website: [http://child-careaware.org/families/.](http://child-careaware.org/families/)")

- I.
- II.
- III.

6. Resources and capacity

Determine who in your organization will be responsible for implementation, and determine the number of hours they can allocate for content creation and maintenance.

7. Identify social media tools

Determine what tools will effectively reach your target audience. Match the needs of the target audience with the tools that best support your objectives and resources. (Example: Because Facebook has a large population of young women who have children, is free, and requires minimal technical expertise, it may be a good tool for a mom-centered program while only requiring a small amount of funding for social media activities.)

- I.
- II.
- III.



8. Define activities

Based on all of the elements above, list the specific activities you will undertake to reach your communication goals and objectives. (Example: Develop and promote Facebook fan page for peer-to-peer engagement around important child care topics.)

- I.
- II.
- III.

9. Identify your key partners and their roles and responsibilities

Identify and partner with organizations and influencers within your community that have an established “following” composed of the audience you wish to engage. These partners can help amplify your message because their audiences already have a degree of trust in the content they share.

10. Define success for evaluation

What are your measures of success? These may be different depending on your goals and objectives.

11. Evaluate

Create an evaluation plan; see the [Social Media Evaluation Plan](#) for more information.

Resource Adapted from: Center for Disease Control, [The Health Communicators Toolkit](#), Pg. 47-49
https://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit_BM.pdf