



Needs Analysis

1. Who is your target audience?

Do you know your audience?

- Who is in your community?
- Where do they go for information?
- How do they get their information?

Needs Analysis

1. Who is your target audience?
2. What do you need them to know?



Messaging

- Be clear
- Use people speak
- Make it about them, not you
- Have you covered the 5 'W's – *who, what, where, when and why*
- Consider a mini-skirt style – *Long enough to cover the essentials, short enough to be interesting*



Needs Analysis

1. Who is your target audience?
2. What do you need them to know?
3. What do you need them to do?



Double Check Your Action Plan

- Is website content up to date?
- Have front line staff been briefed?
- Have you anticipated the volume?
- Is on-site signage clear?



Final Considerations

- Priority
- Time
- Budget





Evaluation

- **Check in –**
How did you find out about this?
- **Assess –**
social media engagement, volume/tone of media coverage, website traffic, survey participation, open house attendance
- **Close the loop –**
is there follow up info to be shared with your audience and/or the media



In A Nutshell

1. Who is your target audience?
2. What do you need them to know?
3. What do you need them to do?

