

Indiana State Medical Association Alliance Communications Planning

Step 1: Research

- Identify what you want to communicate about. Is it a particular program? Is it general information about your group? Make sure to answer who, what, where, when, why and how.
- Identify your target audience(s)
 - Examples of possible target audiences: Alliance members, local residents, employees, etc.
- Research local media outlets and other tools that can carry your message and capture them on a “tools sheet”.
- Identify members of your Alliance that have special skills or talents that can be utilized.

Step 2: Plan

- Decide and capture your goals and objectives for the project or event.
- Based on your goals and objectives create strategies on how you are going to achieve your goals. What tactics or approaches are you going to take?
- Fill out a “tools sheet” for the project. On the sheet capture what resources are available to you, who will they reach, what is the deadline and who is responsible for each item.
- Based on the deadlines that you have identified create a comprehensive timeline that incorporates all of your tasks.

Step 3: Execute

- Execute your plan by completing the tasks that you outlined in Step 2.
- Make sure to follow up with people responsible for each item to make sure the project stays on track.

Step 4: Evaluate

- This is a very important step! After your program evaluate your success. Did you meet your goals and objectives? If not, why not and how can your tactics be improved for the future.