

1 DISCOVERY

- Set Goals & Objectives
- Determine Budget
- Identify Messaging Needs
- Identify Target Audience
- Research Topic & Strategies
- Identify Cross-Message Promotion Opportunities
- Identify Paid and Unpaid Media Opportunities

2 STRATEGY

- Identify & Select Communication Channels
 - LOCAL RADIO
 - LOCAL TV
 - LOCAL PRINT
 - ONLINE
 - SOCIAL MEDIA
- Identify Channel/Media Strategy
- Develop Content Gathering & Dissemination Plan
- Develop Messaging Strategy
- Develop Visual Strategy

3 CREATIVE DEVELOPMENT & PRODUCTION

- Develop Messaging & Visuals
 - COPYWRITING
 - STORYBOARDING
 - SCRIPT WRITING
 - GRAPHIC DESIGN
 - PHOTOGRAPHY
 - VIDEO
- Gather Committee Feedback
- Produce Creative for Media Channels
 - LOCAL PRINT PUBLICATIONS
 - LOCAL RADIO
 - LOCAL TV
 - ONLINE
 - NEWSLETTER
 - askHRgreen.org BLOG ARTICLE
 - SOCIAL MEDIA (TBD)
 - Facebook
 - YouTube
 - Instagram
 - Pinterest
 - Twitter

4 MESSAGING & CREATIVE DISTRIBUTION

- Press Releases Issued
- Media Files Distributed
- Content Posted to askHRgreen.org
- Content Posted to Social Media Channels

5 MEASURING & ASSESSMENT

- Review Channel Analytics & Measurable Program Results
- Review Engagement Activity
- Review Third-Party Awareness Activity
- Met goals?
- Modifications needed for next campaign?