

# Employee Communications & Engagement Content Strategy Worksheet



## Clarifying Objectives

What is the communications/engagement objective?	What results do you want to achieve? What does success look like?

## Audience Analysis

Who are your main audience groups?	What is particularly relevant/resonant to them?

## Thinking About Stories

**What are the main themes or messages of your activity? Focus on “outside-in” thinking.**  
*(e.g. consider your audiences and what is relevant to them, rather than focusing on your internal perspective on the subject)*

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How can you break down your activity and messages into narratives or stories? <i>(Consider packaging stand-alone elements of information or vignettes)</i>		
Story 1	Story 2	Story 3

## Fostering Integration

What opportunities exist for integrating your social communications/engagement activities off-line?
1.
2.
3.