

Content Strategy Worksheet



Clarifying Objectives

What is the communications/engagement/outreach 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?

Content Strategy Worksheet



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)

How can you break down your activity and messages into narratives or stories?
(Consider packaging stand-alone elements of information or vignettes)

<i>Story 1</i>	<i>Story 2</i>	<i>Story 3</i>

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Social Media Channels

Story Line	Twitter	Facebook	YouTube
Story 1			
Story 2			
Story 3			

Fostering Integration

What opportunities exist for integrating your social media channels? <i>(e.g. making connections among the various platforms)?</i>	What opportunities exist for integrating your social media engagement in non-social media activities?
1.	1.
2.	2.
3.	3.