Online Communications Questions

We think it's important to think through a series of *questions* specifically related to your online choices. These fall into three big categories:

- Meta/strategic questions – the *why*
- Tactical questions – the *what*
- Practical questions – the *how*

Meta/strategic questions:
- How can I best use online tools to build to scale?
- Are we reaching people in a way that's actually building our base?
- Is there any evidence that we're moving more people to action?
- How do we present complex ideas online?
- How do we align and integrate our online and offline work so they build on and amplify each other?
- How do our online activities advance our over-arching strategy and goals?

Tactical questions:
- What's the best tool to reach our audience?
- What's the best time to send things out?
- What's the best way to get people's contact information?
- What do we do next?

Practical questions:
- Who's going to get this specific piece of work done?
- How do we generate the content we need?
- How do we get the data we need?
- Do we have the skills and resources to do what we want to do?
- If not, how do we get them?

We'd like you to think more critically and deeply about the following questions:

- What's the role of this tool? What function does it play? What does it do best?
- What primary audience(s) does this tool reach best?
- What's the best content for this tool and how do we create it?
- What tone/emotion works best with this tool?
- What skills are needed to use this tool well?
- Who in my organization should be using this tool routinely?
- What are the limitations or challenges of this tool?
- How does this tool relate to the other core online tools?
- How can we best integrate this tool with our offline strategies?