

# Online Communications Planning Template

This template has been designed to help you with the initial brainstorming for your online communications plan. Start by writing out your organization's mission statement, and defining the goals of your organization outside of the context of the Web.

## Mission

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## Organizational Goals

ex. Increase public involvement in the struggle to protect Tiny Creek from development

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**Web Site Audiences** – primary audiences for your site, consider arranging your audiences into tiers.

ex. Members of the Tiny Creek Watershed Coalition

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**Web Site Goals** – What do you hope to accomplish with your Web site.

ex. Provide and overview of the environmental issues impacting the Tiny Creek Watershed  
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**Web Site Purposes** – How will you use the Web to enable your audiences to help you attain your goals?

ex. Provide online tools for activists working with the coalition to protect the Tiny Creek Watershed  
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**Top Level Sections** - Lay out your Web site's structure, defining the top level sections.

ex.	Name	<u>About Us</u>
	Description	<u>Basic information about the coalition, including contact information, background info, history and staff and board bios.</u>
		_____

1.	Name	_____
	Description	_____
		_____

2.	Name	_____
	Description	_____
		_____

3.	Name	_____
	Description	_____
		_____

4.	Name	_____
	Description	_____
		_____

5. Name \_\_\_\_\_  
Description \_\_\_\_\_  
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6. Name \_\_\_\_\_  
Description \_\_\_\_\_  
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**Site Map** – Lay out the content for your site.

Section Name	Sub Sections
ex. <u>About Us</u>	<u>Organization Overview</u> <u>History</u> <u>Staff</u> <u>Board</u> <u>Contact Info</u>
1. _____	_____ _____ _____ _____ _____ _____ _____
2. _____	_____ _____ _____ _____ _____ _____ _____
3. _____	_____ _____ _____ _____ _____ _____ _____

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**Front Page Content** – Break down the content for your front page.

Page Section	Possible Content
ex. <u>Get Involved</u>	<u>“Want to help protect Tiny Creek? We’ve been working for 25 years to do just that. Get Involved”</u> _____ _____ _____
1. _____	_____ _____ _____ _____ _____
2. _____	_____ _____ _____ _____ _____

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**Contact Management** – How are you going to keep track of email addresses for outreach? Jot down some notes on how to prepare your database to collect email address and how they'll be input. For example, perhaps you have your office manager enter them into the database or perhaps you'll use an email list that people can subscribe to.

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**Email Outreach** – How will you use email to reach out and get people to come back to your site and get more involved with your organization?

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**Assigning Responsibilities** – Define all the people who will be playing a role in the development and maintenance of your site and what their responsibilities will be. This could include staff, volunteers, board members, hired consultants etc.

Name	Responsibility
ex. Carol _____	<u>Produces quarterly print newsletter, converted to PFD.</u> <u>Summarizes content from newsletter for email newsletter.</u>
1. _____	_____ _____ _____ _____
2. _____	_____ _____ _____ _____
3. _____	_____ _____ _____ _____
4. _____	_____ _____ _____ _____
5. _____	_____ _____ _____ _____
6. _____	_____ _____ _____ _____

7. \_\_\_\_\_  
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8. \_\_\_\_\_  
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**Marketing Plans** – Think about how you are going to draw people to your site. You could easily write pages on this, but just brainstorm a list of ways you could use paid advertisements, mailings, and person engagement to get people to come to your site

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**Budget** – Plan for time and money for the different portions of the development process. This can be hard to gauge, but you should at least make some estimates to start.

	Consultant cost	Staff time
Planning	_____	_____
Design	_____	_____
Content Development	_____	_____
Content Integration	_____	_____
Site Maintenance	_____	_____

**Evaluation** – List some metrics you’ll use to evaluate your site once it’s done.

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