



COVID-19 COMMUNICATIONS MODULE

TOOL 6: COMMUNICATING YOUR WORK

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Communicating Your Work provides a step by step guide for strategically planning and delivering new messaging.

Phase 1:

Understanding your goals

Step 1: Identify your overarching goals

Step 2: Determine what success looks like with metrics and specific details

Phase 2:

Engaging your audience

Step 3: Map out your audience and stakeholders. Who are you trying to talk to?

Step 4: Identify consumer insights—what do you want them to think about the city, Mayor’s Office, and programs?

Step 5: Identify calls to action. What specifically do you want to spur your stakeholders to do?

Phase 3:

Delivering your message

Step 6: Create talking points for general and specific audiences; rely on data and proof of performance—consumer insights and calls to action are your reference points

Step 7: Audit your delivery channels. This includes social media, website, press, industry meetings and conferences, and public forums

Step 8: Plot a timeline for communications opportunities based on important dates, program launches, etc.

Step 9: Activate