# **Background and Situation Analysis**

Provide context for your initiative.

* **What** is it? Define the program, initiative, or project you want to communicate.
* **When** did it happen? What is the history behind this initiative? How long has it been around, or is it new?
* **Who** uses it or is involved in the initiative? What audience is the initiative for? What is their current behavior?
* **Where** does program, initiative, or project communication currently exist? Does it have a physical or online presence?

# **Goals**

Goals are broad and do not have to be SMART (specific, measurable, attainable, relevant, time-bound) like objectives do (see the following section).

* **Sample:** To increase awareness of the department’s objectives and contributions to the firm

# **Objectives**

Your objectives will determine how you measure the success of your project, so it’s important that they are SMART.

* **Sample:** Amplify the portal through strategic integration with our existing channels in order to double the base of daily users by the end of Q3, with at least half the base outside of NA staff.

# **Strategy**

What will you do to meet your objectives? Define your plan of attack by outlining the methods through which you seek to carry out communications.

* **Sample:** Drive senior leader buy-in; partner closely with chiefs of staff and executive assistants to drive awareness.

# **Tactics**

Using your strategies as a guide, how will you target your objectives?

* **Sample:** Reach out to current frequent users of the portal with specific ways they can help build momentum for relaunch (e.g., sample Chatter posts).

# **Measurement and Evaluation**

Reference your objectives, and outline what measures you will use to determine success.

* **Sample:** Six-month checkpoint report to include number of users