

## Belchertown Communications Committee Communications Checklist

This checklist was developed to help you craft an effective communications strategy. We suggest you go through this and write in your responses as an exercise to ensure that your campaign will be as effective as possible.

- **Define your goal:** Determine the purpose of your message and the specific goal you want to achieve through social media.

What is your goal?

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- **Know your intended audience:** Understand the demographics and interests of your intended audience to tailor your message appropriately.

Who is your audience?

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- **Choose the right platform:** Choose the social media platform that is most relevant to your intended audience and aligns with your message.

What platforms does your intended audience use?

Facebook  Twitter  LinkedIn  Instagram  Snapchat  Pinterest

Newspaper  Television  Radio  Podcast  Other \_\_\_\_\_

- **Develop a clear message:** Develop a CLEAR and BRIEF message that communicates your goal and is easy to understand.

Is your message CLEAR  Yes /  No

Is your message BRIEF  Yes /  No

- **Include a Call to Action.** Give the intended audience an action to take.

Does your message include a Call to Action?  Yes /  No

- **Use visuals:** Use visuals such as images or videos to make your message more engaging and visually appealing.

Have you designed graphics for your social media?  Yes  No (check out [www.canva.com](http://www.canva.com))

- **Use hashtags:** Use relevant hashtags to help your message reach a wider audience and increase visibility.

Have you selected a hashtag  Yes /  No

Have you tested it to make sure it isn't being used for something else  Yes /  No

- **Be timely:** Post your message at the optimal time when your audience is most active on social media.

- **Engage with your audience:** Respond to comments and messages from your audience to create a sense of community and foster engagement.