

Digital Strategic Planning

Digital content strategy is about the content you're producing, and the platforms where you're putting it in order to help achieve your organizational goals. It starts with identifying your strategic goals and capacity for digital and then identifying the most efficient ways to achieve those goals.

Use the worksheet below to help you plan your digital strategy.

What do you want to accomplish through digital?

Who do you want to talk to?
Do they use social? If so, how?

What's already happening on social media in the issue space?

Digital Strategic Planning (continued)

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Are there comparable organizations that are doing this well?

What's your capacity?

What is your budget?