Release Planning - Organization Social Brief		
Expected Publication Date		
Publication Name		
Organization Message		
Focus Term/Keyword		
List up to 3 key messages from the publication that you want to get across to policymakers, the media, and the general public. Keep each message brief.	Message 1	
	Message 2	
	Message 3	
Digital Relationship Building - Targets		
List up to two targets (name and/or social handle) on social media who you would like to see share or repost this publication.	Ally 1	
	Ally 2	
Social Targets		
These are the institutions or individuals who have the power to change policy. They will be added to a tweet or tagged in an image across p	Target 1	
	Target 2	
	Target 3	
Power Stats		
List up to 3 graphs/figures/tables you want to highlight on social media. Social captions will accompany these.	F/G/T 1	
	F/G/T 2	
	F/G/T 3	

Power Stats		
List up to 3 important stats from the publication not represented in a graph, table, or figure to highlight on social media.	Stat 1	
	Stat 2	
	Stat 3	
Areas Not to Cover | Framing to Avoid		
List specific words or sections of the publication that should not be highlighted in social. Keep it brief.	Avoid	
	Avoid	
	Avoid	
At the time of the expected release		
List any upcoming news hooks		
List any awareness days		
Notes		
Share any other useful context we should have.		

Thanks in advance,
Team Digital