Worksheet 1: Digital PA SWOT & Persona Creation

**S**trengths, **W**eaknesses, **O**pportunities, **T**hreats - fill this in for your organization, with a particular focus on digital advocacy. If your organization is a consulting firm, make this for one of your clients.  *Strengths and weaknesses are internal factors while opportunities and threats are external or external to your department)*

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| **STRENGTHS** | **WEAKNESSES** |
| **OPPORTUNITIES** | **THREATS** |

Some examples….

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| **STRENGTHS**  - Employees that care about the company’s mission,  - Strong advocacy database  - Support for, and awareness of, the importance of advocacy is strong  -A budget for one advocacy event a year | **WEAKNESSES**  - Inadequate funding to do everything in our plan  - Little understanding of the power of social media across the organization  - Unwilling to use Twitter for lobbying |
| **OPPORTUNITIES**  - Our employees are very engaged on social issues  - Our CEO is active on LinkedIn  - We have a significant following on Facebook  -There are several bloggers who write about our issues  - Very few people in Brussels know our story | **THREATS**  - Changing industry landscape means we have to be aware of hundreds of issues worldwide  - Activists online can often get reporters attention  - Policymakers are looking for ways to raise revenue  - Consumers have a negative view of our industry |

Worksheet 1: Digital SWOT and Campaign Plan

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| Audience name | Description | What do we know about this audience that may help us? Demographic, motivations, back story, media consumption habits. |
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Build your goal:

Tangible Actionable Measurable.

Example Strategy: Employees who are more informed about their company’s policy efforts are more likely to take action on the company’s behalf. Our goal is to increase awareness of our compay’s three policy priorities.

Example Goal 1: By the end of 2018 we will aim to have at least 20% more visitors to our intranet’s public policy pages.

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Worksheet 2: Crisis Communications

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| **Scenario:** |
| **Is it a crisis? How serious is this crisis?** |
| **What is your main message?** |
| **What do you think will be the opposition’s message?** |
| **What is your media strategy/ goal?** |
| **What is your digital strategy/ goal?** |

**Target Audiences:**

**Who Messenger How When Frequency**

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| --- | --- | --- | --- |
| **Target Audience** | **Messenger** | **When** | **How** |
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