**Enhancing Virtual Reach of our “How-to” information can be built off a simple communication plan that considers**

1. your audience(s)
2. their interests, and
3. how they prefer to receive information
4. available technology/software

As you progress, **Try things and move on as needed.** i.e., Experiment, learn and keep going.

If you haven’t already developed your communication strategy, then use tables 1 and 2. (Appendix 1 has further thoughts used by CalNat).

**Table 1. Understanding your audiences and their preferred communication channels**

|  |  |  |  |
| --- | --- | --- | --- |
| **Your audience(s)** | **Their primary interests** | **How they prefer to receive information?** | **Is there income generating opportunity?** |
| General public | e.g., How-to information, Training, news, ..? | e.g., Web? Webinar? Blog feeds? Facebook? Twitter? Online courses? Video..? |  |
| Volunteers |  |  |  |
| Collaborators |  |  |  |
| Other? |  |  |  |

**Table 2. Your strategy to create and deliver material?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Topics | Material form needed (e.g., web? Webinar? Blog feeds? Video..?) | What’s needed to develop the quality needed (drafting, review, formatting, branding)? | Who will be involved for each step  SME (subject matter expert)  Drafting  Formatting  Review  Uploading | How will they be supported?\* | How will you evaluate “success” |
|  |  |  |  |  |  |

\*UC MG provide **consistency** through regular scheduled support to develop similar quality products.

**Some considerations on Specific delivery modes**

1. **Social media -** Be consistent, keep content fresh. ***See L&D for more***.
2. **Video** – Have a clear Focus (How to), Brand (intros and outros), Length (keep short), include Music. The best videos start with an outline but not a script. Be sure to start each video identifying the topic, who the speaker is and what their credentials are. Consider ending each video with a message about where the viewer can find more information and or support. ***See L&D for more***.

**Appendix 1. UC CalNat Communication Plan elements**

