

What	Who	How
<p>Project goals What problem are you solving?</p>	<p>Audiences Who do you need to reach?</p>	<p>Channels Which tools or techniques will you use to implement this?</p>
<p>Communications goals What role does communications have in achieving this?</p>	<p>Partners Which organisations and individuals can help you to reach your audiences?</p>	<p>Content Which content will prompt your audiences to take the steps you want, and where will it come from?</p>
<p>Digital call-to-action What do you want people to do online for this project?</p>	<p>Team roles Which skills and roles are required - who will do the work?</p>	<p>Opportunities & risks Which assets do you have and what constraints or risks do you need to take account of?</p>
<p>Successful outcome: Which measures or evidence will tell you if you've achieved these goals?</p>	<p>Successful reaction: Which measures or evidence will tell you how your audiences have responded to the activity?</p>	<p>Successful reach: Which measures or evidence will tell you which channels or content reached which people?</p>