

ACS Strategic Communication Framework

Strategic communication is purposeful, informed, deliverable, and measurable. Thinking strategically about your organization’s communication will help you connect with your audience in a targeted way, use informed approaches to deliver your message, and achieve the maximum impact with respect to your capacity.

Through years of research and experience in the field, ACS learned there are multiple (sometimes non-sequential) steps to an effective communication process. Ideally, you would tackle each of these steps at some point in your communication approach. Some of these steps are more difficult or take more time to complete than others. Use this worksheet to help you review context, plan, and implement an effective communication approach. Don’t forget to check out ACS’ additional resources and materials on page four to help you along the way.



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| 1. Goal | What is your goal? |
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| 2. Assets/Internal Capacity | What are the 3 most significant strengths that will help you reach the goal? |
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| | What are the 3 most significant weaknesses that may hinder your goal? |
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| | How much time can your organization devote to this effort per week? |
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| 3. Audience | Who is your audience(s)? |
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| 4. Strategies | Write 1–2 strategies that will help meet your goal. |
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| 5. Tactics | Write 1–2 tactics for each strategy. |
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| 6. Data/Research | What data/research is available to help you meet your goal? |
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| 7. Message | <p>What is your key message(s)?</p> <hr/> <hr/> <hr/> |
| 8. Messenger | <p>Who is the most appropriate messenger(s)?</p> <hr/> <hr/> <hr/> |
| 9. Timeline | <p>Keep in mind any major deadlines or decisions that would affect strategy. What is your timeline for completing the tactics?</p> <hr/> <hr/> <hr/> |
| 10. Cross-training | <p>Does anyone need training share the message?</p> <hr/> <hr/> <hr/> |
| 11. Materials | <p>Do you need any materials? Are those materials written with your target audience in mind?</p> <hr/> <hr/> <hr/> |
| 12. Evaluation | <p>How will you know when you're successful?</p> <hr/> <hr/> <hr/> |

Resources and Tools:

1. **Public Awareness Campaign** http://www.advocacyandcommunication.org/wp-content/themes/acs/docs/resources/redesigned_tools/Critical_Components_of_a_Public_Awareness_Campaign.pdf
2. **10 Tips for an Effective Communication Approach** http://www.advocacyandcommunication.org/wp-content/themes/acs/docs/resources/Tools_Resources_july2015/ACS_Ten_Tips_for_an_Effective_Communication_Approach.pdf
3. **Network mapping** http://www.advocacyandcommunication.org/wp-content/themes/acs/docs/resources/tools_and_resources_2016/ACS_Network_Mapping-designed-2.pdf
4. **Media guide** http://www.advocacyandcommunication.org/wp-content/themes/acs/docs/resources/tool_and_resources_2015/ACS_Media_Guide-1.pdf
5. **Social media** http://www.advocacyandcommunication.org/wp-content/themes/acs/docs/resources/tools_and_resources_2016/ACS_Leveraging_Social_Media-final.pdf
6. **Giving jargon the boot** http://www.advocacyandcommunication.org/wp-content/themes/acs/docs/resources/tools_and_resources_2016/ACS_Giving_Jargon_the_Boot_2-1-3.pdf
7. **Message creation checklist** http://www.advocacyandcommunication.org/wp-content/themes/acs/docs/resources/tools_and_resources_2016/ACS_Message_Creation_Checklist_16.pdf
8. **Assess your collaboration** http://www.advocacyandcommunication.org/wp-content/themes/acs/docs/resources/tools_and_resources_2016/ACS_Assess_Your_Collaboration-75.pdf
9. **Measuring your communication impact** http://www.advocacyandcommunication.org/wp-content/themes/acs/docs/resources/tools_and_resources_2016/ACS_Measuring_Communication_Impact-2-1.pdf
10. **Assessing your collaboration** http://www.advocacyandcommunication.org/wp-content/themes/acs/docs/resources/tools_and_resources_2016/ACS_Assess_Your_Collaboration-75.pdf
11. **Five rules for policymaker engagement** http://www.advocacyandcommunication.org/wp-content/themes/acs/docs/resources/tools_and_resources_2016/Five_Rules_for_Polymaker_Engagement.pdf
12. **Tips and best practices for engaging your community** http://www.advocacyandcommunication.org/wp-content/themes/acs/docs/resources/tools_and_resources_2016/ACS_Engaging_Community_new_blureverse.pdf