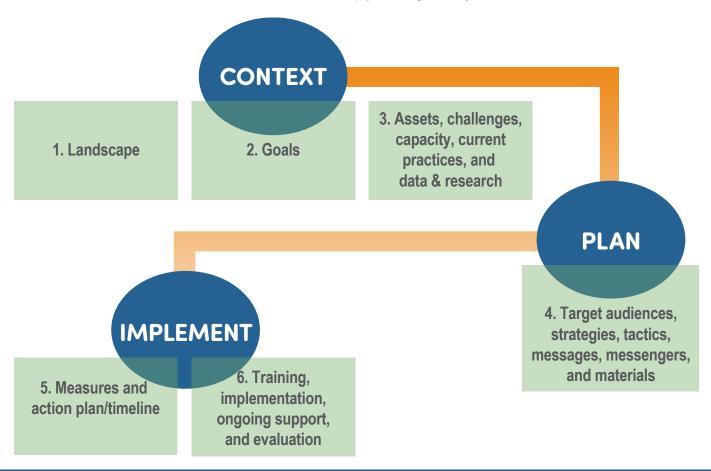


## **ACS Strategic Communication Framework**

Strategic communication is purposeful, informed, deliverable, and measureable. 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 guide to answer focused questions to help you review context, plan, and implement an effective communication approach. Don't forget to check out ACS' additional resources and materials to help you along the way.



## www.advocacyandcommunication.org

For more information about ACS, please contact us at info@advocacyandcommunication.org. Follow us on LinkedIn.

	What is your goal?
1. Goal	
	What are the 3 most significant <b>strengths</b> that will help you reach the goal?
2. Assets/Internal Capacity	What are the 3 most significant weaknesses that may hinder your goal?
	How much time can your organization devote to this effort per week?
	Who is your audience(s)?
3. Audience	
	Write 1–2 strategies that will help meet your goal.
A Stratonica	white 1-2 strategies that will help meet your goal.
4. Strategies	
	Write 1–2 tactics for each strategy.
5. Tactics	This is a district of the control of
J. Tactics	
	What data/research is available to help you meet your goal?
6. Data/Research	



	What is your key message(s)?
7	
7. Message	
	Who is the most appropriate messenger(s)?
8. Messenger	
o. messenger	
	Keep in mind any major deadlines or decisions that would affect strategy. What is your timeline for completing the tactics?
9. Timeline	
	Does anyone need training share the message?
10. Cross-training	
iv. Gross-training	
	Do you need any materials? Are those materials written with your target audience in mind?
11. Materials	
11. Materiais	
	How will you know when you're successful?
12. Evaluation	
12. Evaluation	



## **Resources and Tools:**

- Critical Components of a Public Awareness Campaign
   <u>www.advocacyandcommunication.org/wp-content/uploads/2018/04/ACS Critical Components of a Public</u>
   Awareness Campaign 2022.pdf
- 2. Ten Tips for an Effective Communication Approach
  <a href="https://www.advocacyandcommunication.org/wp-content/uploads/2018/04/ACS">www.advocacyandcommunication.org/wp-content/uploads/2018/04/ACS</a> Ten Tips for an Effective

  Communication Approach 2022.pdf
- 3. Network Mapping Tool <a href="https://www.advocacyandcommunication.org/wp-content/uploads/2018/04/ACS">www.advocacyandcommunication.org/wp-content/uploads/2018/04/ACS</a> Network Mapping 2022.pdf
- 4. Media Guide <a href="https://www.advocacyandcommunication.org/wp-content/uploads/2018/03/ACS">www.advocacyandcommunication.org/wp-content/uploads/2018/03/ACS</a> Media Guide 2022.pdf
- 5. Leveraging Social Media to Move Your Message, Engage Your Champions, and Grow Supporters <a href="https://www.advocacyandcommunication.org/wp-content/uploads/2018/04/ACS">www.advocacyandcommunication.org/wp-content/uploads/2018/04/ACS</a> Leveraging Social Media 2022.pdf
- 6. Messaging Boot Camp: How to Give Jargon the Boot www.advocacyandcommunication.org/wp-content/uploads/2018/04/ACS Messaging Boot Camp.pdf
- 7. Message Creation Checklist <a href="https://www.advocacyandcommunication.org/wp-content/uploads/2018/04/ACS">www.advocacyandcommunication.org/wp-content/uploads/2018/04/ACS</a> Message Creation Checklist 2022.pdf
- 8. Assess Your Collaboration <a href="https://www.advocacyandcommunication.org/wp-content/uploads/2018/04/ACS">www.advocacyandcommunication.org/wp-content/uploads/2018/04/ACS</a> Assess Your Collaboration 2022.pdf
- 9. Measuring Your Communication Impact
  <a href="https://www.advocacyandcommunication.org/wp-content/uploads/2018/04/ACS">www.advocacyandcommunication.org/wp-content/uploads/2018/04/ACS</a> Measuring Your Communication
  <a href="https://www.advocacyandcommunication.org/wp-content/uploads/2018/04/ACS">Impact 2022.pdf</a>
- 10. Five Steps to Effective Policymaker Engagement
  <a href="https://www.advocacyandcommunication.org/wp-content/uploads/2018/04/ACS">www.advocacyandcommunication.org/wp-content/uploads/2018/04/ACS</a> Five Steps to Effective Policymaker
  <a href="https://wp.content/uploads/2018/04/ACS">Engagement.pdf</a>
- 11. Engage Your Community Workbook

  www.advocacyandcommunication.org/wp-content/uploads/2018/08/ACS Community Engagement

  Workbook 2022.pdf



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