

WRITE A COMMUNICATION PLAN

In the table below, answer the questions about the components of your communication plan. Be as specific as possible. Each column represents a different target audience, if you have more than one.

Goals	How will your plan affect each target audience?		
	PRIMARY Is most affected by your message	SECONDARY Message heard through primary audience member or other unintentional source	TERTIARY Has little interest in, or access to, your message
What are your goals? (Make sure your goals are specific, measurable, attainable, relevant, and timely.)	to have an accountability assest to help me continually be creative		
Message			
What message do you need to communicate?	Click around. find the cool things		
Why are you communicating this message?	because I can		
What actions/attitudes do you hope others will adopt?	to feel proud they found the cool thing and to look for more		
How will each audience be affected by your message?	This repooc_todj is cool (they are my secret art lover)		

Communication Channels	How will your plan affect each target audience?		
	PRIMARY Is most affected by your message	SECONDARY Message heard through primary audience member or other unintentional source	TERTIARY Has little interest in, or access to, your message
Which communication channels do you intend to use? (Possible channels include in-person, online, marketing material, etc.)	online secondary		
What communication mediums do you intend to utilize? (e.g., If you chose online communication, you might connect through email.)	for now my website linked to infinity pi club.		
Timeline			
What are the milestones of your message and when should you reach them?	6 month check ups. Whats actually on my page. What would I like on my page		
How frequently do you expect to be in contact with your audience?	IDK i need to set up milestones as well as regulations for evaluations and what call to action im going to use		
Evaluation			
How will you evaluate your efforts?			

