# Communication Roadmap

## Purpose

The Communication Roadmap will help you plan communication activities for paid, earned, partner, and digital/social media efforts for the next 12 months to support and sustain program initiatives. Use the roadmap to outline communication objectives and activities for your audiences, identify who will lead each activity, assign a budget, and select metrics to measure success.

## How to Use the Communication Roadmap

Follow the guidance and examples below to complete the Communication Roadmap.

* *Program Objective****—****Pull this straight from your work plan.*
* *Audience****—****Name the primary audience you are trying to reach for the identified program objective.*
* *Communication Objective****—****Write the communication objective to help support your program objective.*
* *Communication Activity****—****Identify communication activities to support your communication objective and ultimately your program objective.*
* *Assigned to****—****Name the staff member or partner that will lead each communication activity.*
* *Budget****—****Identify the financial and in-kind resources needed to complete each activity.*
* *Metrics****—****Metrics vary by communication activity and may include number of materials disseminated; Web site visits; social media views, shares, comments, or retweets; number of number TV, radio, print, or web ad placements; circulation or number of viewers/listeners; number of media impressions; number bonus spots; value of coverage or total added value. Note: To help with tracking and reporting, ask for a copy of the media impressions worksheet.*

## Communication Roadmap

|  | **Increase the number of SNAP recipients in Riverside who will have access to redeem SNAP benefits at farmers markets from 0 to 29,000 by September 2015.** |
| --- | --- |
|  |
| **TIMELINE** | **MONTHS 1–3** | **MONTHS 4–6** | **MONTHS 7–9** | **MONTHS 10–12+** |
|  | **AUDIENCE 1: Farmers market coordinators****Communication Objective: By September 2015, disseminate at least three messages monthly to increase awareness of and support** **for farmers markets that participate in SNAP program and redeem EBT.** |
| **COMM ACTIVITY** | * Develop farmers market champion program.
* Highlight farmers market champions in newsletter to stakeholders, in newspaper or radio, and partner media.
 | * Draft and disseminate news story on successes to date(e.g., number of people/families with access to fresh produce).
* Disseminate story via earned, digital, partner channels.
 | * Develop success story on business impact of local vendors.
* Distribute materials to Chamber of Commerce members and stakeholders in local communities.
 | * Share success story for earned, digital, and partner media channels.
* Distribute materials to farmers market coordinators on benefits of accepting SNAP and redeeming EBT.
 |
| **ASSIGNED TO** | * Awardee staff
 | * Awardee staff and partners
 | * Awardee staff, partners, Chamber of Commerce
 | * Awardee staff, partners, Chamber of Commerce
 |
| **BUDGET** | * Awardee financial and staff resources ($2,000)
 | * Free-media outlet donates radio spot; partner channels
 | * Partner’s financial resources ($1,000)
 | * Partner’s financial resources (estimated $5,000) and channels
 |
| **METRICS** | * Number of newsletters distributed, placements, media impressions; value of coverage
 | * Web site views; circulation numbers; social media views, shares, retweets, comments; number and value of placements; media impressions
 | * Number and value of placements; circulation numbers
 | * Number and value of placements; media impressions; social media views, shares, retweets, comments
 |

|  | **Increase the number of cities in Jefferson County that implement evidence-based jurisdiction-wide strategies that will reduce exposure to secondhand smoke in multiunit housing and associated outdoor areas from 0 to 12 by September 2015.** |
| --- | --- |
|  |
| **TIMELINE** | **MONTHS 1–3** | **MONTHS 4–6** | **MONTHS 7–9** | **MONTHS 10–12+** |
|  | **AUDIENCE 1: Community residents in Jefferson County** **Communication Objective: By September 30, 2015, reach 10,000 people with messages about the benefits of smoke-free housing.** |
| **COMM ACTIVITY** | * Educate the public about the newly adopted policy for each city (sponsor a community forum; place an ad in a local newspaper; ask local TV station to air an ad; social media posts).
 | * Conduct public education using general and ethnic media outlets (TV, radio, print) including earned media, guest editorials, partner media.
 | * Upon invitation, provide information and education at public hearings on effective strategies to reduce secondhand smoke exposure in multiunit housing.
 | * Create and share success stories for earned media, partner media, social media, and stakeholders.
 |
| **ASSIGNED TO** | * Awardee staff
 | * Awardee staff; local media buyer
 | * Tobacco control partners
 | * Tobacco control partners; awardee staff
 |
| **BUDGET** | * Free-local newspaper donates ad space; local TV station airs ad for free; awardee staff time for social media
 | * Adapt ads in CDC’s MCRC ($1,000); paid and earned media ($5,000)
 | * Partner’s financial resources ($3,000)
 | * Partner’s financial and staff resources; Awardee staff time
 |
| **METRICS** | * Number of community forums and participants; media impressions; social media views, shares, retweets, comments
 | * Number of placements; media impressions; value of earned media;
 | * Number of sessions; number and value of earned media or partner media placements
 | * Number and value of placements; media impressions; social media views, shares, retweets, comments
 |

|  | **INSERT PROGRAM OBJECTIVE HERE** |
| --- | --- |
|  |
| **TIMELINE** | **MONTHS 1–3** | **MONTHS 4–6** | **MONTHS 7–9** | **MONTHS 10–12+** |
|  | **AUDIENCE 1: [insert here] Communication Objective: [insert here]** |
| **COMM ACTIVITY** | * Insert Activity 1 Description
 |  |  |  |
| **ASSIGNED TO** | * Insert name & organization
 |  |  |  |
| **BUDGET** | * Insert amount of funding available
 |  |  |  |
| **METRICS** | * Insert reach metrics
 |  |  |  |
| **COMM ACTIVITY** | * Insert Activity 2 Description
 |  |  |  |
| **ASSIGNED TO** | * Insert name & organization
 |  |  |  |
| **BUDGET** | * Insert amount of funding available
 |  |  |  |
| **METRICS** | * Insert reach metrics
 |  |  |  |
|  | **AUDIENCE 2: [insert here]  Communication Objective: [insert here]** |
| **COMM ACTIVITY** | * Insert Activity 1 Description
 |  |  |  |
| **ASSIGNED TO** | * Insert name & organization
 |  |  |  |
| **BUDGET** | * Insert amount of funding available
 |  |  |  |
| **METRICS** | * Insert reach metrics
 |  |  |  |
| **COMM ACTIVITY** | * Insert Activity 2 Description
 |  |  |  |
| **ASSIGNED TO** | * Insert name & organization
 |  |  |  |
| **BUDGET** | * Insert amount of funding available
 |  |  |  |
| **METRICS** | * Insert reach metrics
 |  |  |  |

|  | **INSERT PROGRAM OBJECTIVE HERE** |
| --- | --- |
|  |
| **TIMELINE** | **MONTHS 1–3** | **MONTHS 4–6** | **MONTHS 7–9** | **MONTHS 10–12+** |
|  | **AUDIENCE 1: [insert here]****Communication Objective: [insert here]** |
| **COMM ACTIVITY** | * Insert Activity 1 Description
 |  |  |  |
| **ASSIGNED TO** | * Insert name & organization
 |  |  |  |
| **BUDGET** | * Insert amount of funding available
 |  |  |  |
| **METRICS** | * Insert reach metrics
 |  |  |  |
| **COMM ACTIVITY** | * Insert Activity 2 Description
 |  |  |  |
| **BUDGET** | * Insert amount of funding available
 |  |  |  |
| **ASSIGNED TO** | * Insert name & organization
 |  |  |  |
| **METRICS** | * Insert reach metrics
 |  |  |  |
|  | **AUDIENCE 2: [insert here]** **Communication Objective: [insert here]** |
| **COMM ACTIVITY** | * Insert Activity 1 Description
 |  |  |  |
| **ASSIGNED TO** | * Insert name & organization
 |  |  |  |
| **BUDGET** | * Insert amount of funding available
 |  |  |  |
| **METRICS** | * Insert reach metrics
 |  |  |  |
| **COMM ACTIVITY** | * Insert Activity 2 Description
 |  |  |  |
| **BUDGET** | * Insert amount of funding available
 |  |  |  |
| **ASSIGNED TO** | * Insert name & organization
 |  |  |  |
| **METRICS** | * Insert reach metrics
 |  |  |  |