1. Target Audience Statement

4. Where can you find your audience?

8. What is your key campaign message?

11. What are the calls to action?

12. How will they recognise your campaign?

13. What does success look like?

2. Persona

5. Who influences your audience?

9. SMART goals & Actions

Name

Hash tags

Profile pic

3. What are their current narratives?

6. What is your AIM?

7. What is your narrative?

10. What are the risks?

PARTNERS:

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