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| **BRAND**  S  T  R  A  T  A  G  Y   * **Purpose** * **Vision mission** * **What do you do?**    + **And what impact does it have?**   + **On who?**   + **Why are you unique or an important actor?** * **Org values**   C  O  M  M  U  U  N  I  C  A  T  I  O  N | **Audience**   * **Who?**   + **Age**   + **Sector**   + **Give them a persona (name, profession, background etc)** * **What do they feel? Think?** * **What action do you WANT FROM THEM (when they see your organisation name)** * **HOW do you reach them?** * **What do they respond to?** |
| **THE/ YOUR story**   * **How to find it?**   + **Ensure it is in line with your purpose:**      - **TRUE (corroborated and checks out)**     - **It’s not just about the issue, but also about the USP of your organisation**     - **Empowering or dignified**     - **Creates awareness**     - **Connects with the audience**     - **Factual**     - **Builds on your brand** * **WHAT IS YOUR UNIQUE VOICE?**   + **Think about who you are, what sort of voice do you have?**      - **How can you build this into your messaging?**     - **How can you still be you…** | **Media Platform**   * **Internal or external?**    + **Flickr**   + **Twitter**   + **Facebook**   + **Instagram**   + **Tik tok**   + **Youtube**   + **Spotify** * **What content?**   + **Video, audio, image?** * **Is it in line with the brand? With values** * **What are you trying to achieve?** * **Can you measure the success?** |