|  |  |
| --- | --- |
| **BRAND**STRATAGY* **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**

COMMUUNICATION | **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?**
 |