

# WORKSHEET 17: IMPLEMENTATION PLANNING WORKSHEET

## I. Deployment Plan

### Deployment Checklist

*Date to Be Completed by*

- Partners chosen to participate in dissemination of materials \_\_\_\_\_
- Correct quantities of materials ordered \_\_\_\_\_
- Materials ready to be distributed \_\_\_\_\_
- Materials distributed to partner organizations \_\_\_\_\_
- Partners received instructions on how to distribute materials \_\_\_\_\_
- Materials available to target audience \_\_\_\_\_
- Media materials distributed to media outlets \_\_\_\_\_
- Inventory tracking system in place \_\_\_\_\_
- Materials reordering system in place \_\_\_\_\_
- Environmental changes in place \_\_\_\_\_

### Partner Distribution Plan

<i>Organization Disseminating Materials</i>	<i>Contact Name/Phone/E-mail</i>	<i>Item 1 Quantity</i>	<i>Item 2 Quantity</i>	<i>Item 3 Quantity</i>
1.				
2.				
3.				
4.				

## II. Internal Readiness Plan

1. Program spokesperson: \_\_\_\_\_
2. Backup spokesperson: \_\_\_\_\_

*(Continued)*

(Continued)

3. Key talking points about social marketing program:

- a. \_\_\_\_\_  
\_\_\_\_\_
- b. \_\_\_\_\_  
\_\_\_\_\_
- c. \_\_\_\_\_  
\_\_\_\_\_
- d. \_\_\_\_\_  
\_\_\_\_\_
- e. \_\_\_\_\_  
\_\_\_\_\_

4. Procedure for dealing with comments or complaints about the social marketing campaign:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. Other people/organizations to refer reporters to for more information on topic:

<i>Name</i>	<i>Organization</i>	<i>Phone Number</i>	<i>Type of Information</i>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

6. Partner roles:

<i>Partner Organization</i>	<i>Contact Name/Phone/E-mail</i>	<i>Role(s) in Campaign</i>
1.		
2.		
3.		
4.		

### III. Media Buy Plan

#### 1. Broadcast Media Buys

Flight dates:

\_\_\_\_\_ to \_\_\_\_\_

\_\_\_\_\_ to \_\_\_\_\_

\_\_\_\_\_ to \_\_\_\_\_

<i>Station</i>	<i>Contact Name/ Phone Number</i>	<i>Rank for Target Audience</i>	<i>Ad Rate</i>	<i>Number of Ads</i>	<i>Total Cost</i>

#### 2. Print Media Buys

Ad publication dates:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

<i>Publication</i>	<i>Contact Name/ Phone Number</i>	<i>Ad Size</i>	<i>Ad Rate</i>	<i>Number of Ads</i>	<i>Total Cost</i>

#### 3. Out-of-Home Media Buys

Type of out-of-home media: \_\_\_\_\_

Posting dates: \_\_\_\_\_ to \_\_\_\_\_

*(Continued)*

(Continued)

<i>Out-of-Home Company</i>	<i>Contact Name/ Phone Number</i>	<i>Ad Size</i>	<i>Ad Rate</i>	<i>Gross Rating Point Showing</i>	<i>Total Cost</i>

IV. Public Relations Plan

1. What is your purpose in seeking media attention?

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2. What is your "news"?

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3. What type of media coverage will you seek? (check all that apply)

- News
- Feature
- Editorial
- Entertainment
- Public service
- Other \_\_\_\_\_

4. Which specific formats will you use (e.g., talk show, op-ed, letter to the editor)?

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5. How will you seek media coverage to kick off or promote the campaign?

- Press release
- Press conference
- Media briefing
- Other media event: \_\_\_\_\_

6. What items will you include in your media kit?

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V. Social Media Engagement Plan

1. Who will coordinate the social media activities for the program?

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2. Who else will be authorized to engage in social media interactions on behalf of the program?

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3. Which social media sites do you need to set up (e.g., open account, design template, upload picture, etc.)?

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4. Will you create an editorial calendar to guide content creation?

- Yes     No

5. Do you have a social media policy in place?

- Yes     No, but will create one     No, don't need one

6. What keywords will you follow in your social media monitoring system?

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7. What types of social media sites will you monitor for your keywords? (check all that apply)

- Blogs     Twitter     Social networks     Discussion boards  
 Videos     Photos     Wikis     Consumer reviews  
 Social news/bookmarking

8. What criteria will you use to determine when to respond or join in a social media conversation? (check all that apply)

- Respond to all relevant if time permits
- Geographical/audience limitation: \_\_\_\_\_
- Respond to organization or campaign-specific posts only
- Answer question on topic
- Correct misinformation on topic
- Provide additional context or useful resources on topic