

Assignment Sheet: Online Communications Plan

For this assignment, you will be creating a *communications plan* to take control of your online resume. To do this you will identify *three different audiences* who might see you online, think about how you want each one to see you, and make a plan for communicating that image.

1. What do you want your brand to be? List the three words that describe how you would like people to see you:
 - a)

 - b)

 - c)

2. Identify *three audiences* who might see your content online.
 - a)

 - b)

 - c)

3. For each of these audiences, answer the following questions on separate paper:
 - a) **Platform.** How do you reach this audience online?

 - b) **Message.** How do you want this audience to see you? Which aspect(s) of your brand are most important to communicate to this audience?

 - c) **Tools.** What tools can you use to communicate this? (Identify at least three. Draw on the list of tools for different social media developed in class.)

 - d) **Crisis management.** What do you need to *avoid doing* to *protect* this? What can I do if I make a bad impression on this audience?



e) **Metrics.** How will you know if you've been successful?

For example:

Audience: readers of my fan fiction

- a. Fan fiction sites, my blog, Twitter
- b. Creative, friendly, entertaining
- c. Publish my stories on fan fic sites and on my blog. Comment positively on other people's stories. Use Twitter to let people know about new stories and to interact positively with other writers in the same field.
- d. Make sure I know the rules of my fan fic community and don't break them. Don't get in public fights with other writers. If I do, I'll let things cool down for a few days before apologizing.
- e. I'll know by how many people read, comment on and share my stories.

