

# Selecting the Right Promotion Channels Worksheet

This worksheet is designed to help you choose promotion channels that align with your goals, priority audience, objectives, and internal capacity, as well as the outside factors that influence your work. Because these factors change over time, it's important to regularly revisit this worksheet and reevaluate which channels best meet your needs.

**Instructions:** Follow the steps below. After completing this worksheet, copy/paste the contents into the Channel Selection tab of your Project Promotion Plan. If you prefer, skip filling out this worksheet and enter your responses directly into the plan.

## 1: Review your goals, objectives, and priority audience information.

Refer to the Implementation Plan and Priority Audience tabs of your *Project Promotion Plan*. Note any information that may inform the selection of your promotion channels—especially how your priority audience gets information and which channels they use—below.

*Example: Our priority audience tends to get information from Instagram and TikTok.*

## 2: Determine your internal capacity.

Note the resources you have available for the development, implementation, and evaluation of your project promotion activities below. Be as specific as possible.

Resources	Current capacity
<b>Budget</b> How much money do you have available for this effort?	<i>Example: We have \$10,000 now with potential for additional funding in the future.</i>
<b>Staff</b> What relevant expertise exists on your team? How many staff people and/or staff hours do you have to dedicate to this effort?	<i>Example: Alex is familiar with both paid and organic social media, specifically on Instagram and Facebook. We have 25% of one person's full time hours for 8 weeks (10 hours/week x 8 weeks = 80 hours).</i>

Resources	Current capacity
<p><b>Other assets</b> What partners, consultants, or other resources do you have access to that will help with this effort?</p>	<p><i>Example: We have strong coalition partners who may be able to provide funding and staff time.</i></p>
<p><b>Other constraints</b> What internal constraints do you need to work around?</p>	<p><i>Example: Social media content is released only by the Department of Health; the family planning program is not allowed to have its own Instagram page.</i></p>

### 3: Consider assets and challenges outside your organization.

Your promotion activities will inevitably be affected by current issues, trends, policies, regulations, and other realities that exist outside your organization. Think about which of these factors might be assets (that you can leverage to build interest) and which might be challenges (that you need to overcome or plan around), and note them below.

<p><b>Assets</b></p> <ul style="list-style-type: none"> <li>• What issues in the news or community could you leverage?</li> <li>• What social trends could you use to create momentum?</li> <li>• What current media trends or themes can you draw on?</li> </ul>	<p><i>Example:</i></p> <ul style="list-style-type: none"> <li>• <i>Rates of STIs are increasing.</i></li> <li>• <i>Adolescents are more open to talking about STIs than they have been in the past.</i></li> </ul>
<p><b>Challenges</b></p> <ul style="list-style-type: none"> <li>• What rules or regulations might impact your outreach?</li> <li>• Does any stigma or taboo surround your services?</li> <li>• Is something else monopolizing your audience's attention?</li> <li>• Are you in competition with another entity?</li> </ul>	<p><i>Example:</i></p> <ul style="list-style-type: none"> <li>• <i>Social media channels are saturated with content, so there is a lot of competition for people's attention.</i></li> <li>• <i>A local organization is providing inaccurate information on birth control and has chosen graphics similar to ours.</i></li> </ul>

## 4: Assess the considerations of various promotion channels.

Review the considerations for each channel in the [Project Promotion Channels Overview](#) and assess how important each is to you. For example, some agencies may prioritize channels that are lower cost whereas others may prioritize ones with broad reach.

## 5: Select your promotion channels.

Taking into account all the steps and information above, check off one to three promotion channels in the list below that seem like the best fit for your project right now. Consider involving others on your team in this decision. Document any notes, questions, or areas of uncertainty.

**Make sure to select channels that your priority audience uses.** For example, you may have the production time and resources for print advertising, but print advertising is not a good fit for your project if the teens you're trying to reach don't read print publications.

Promotion channel	Notes/questions
<input type="checkbox"/> Organic social media <input type="checkbox"/> Email marketing <input type="checkbox"/> Paid digital media <input type="checkbox"/> Radio ads <input type="checkbox"/> Print ads <input type="checkbox"/> Direct mail <input type="checkbox"/> Outdoor ads <input type="checkbox"/> Television ads	<p><i>Example:</i> Our priority audience tends to get information from Instagram and TikTok. We decided to focus our efforts on Instagram because we already have access to images and Instagram expertise on our team. We will propose providing the Department of Health Communications Director with a social media calendar and content so that they can post to Instagram on our behalf.</p> <p>We still need to figure out:</p> <ul style="list-style-type: none"><li>• How do we reach Spanish speakers?</li><li>• What tools or resources can we use to create graphics?</li></ul>