

THE PRINCIPLES OF DIGITAL PLANNING

1.

What are we trying to achieve?

Define a goal/objective first.

2.

DEFINE THE TARGET AUDIENCE

and what we know about them before selecting a communications channel.

3.

Don't call using a channel/tool a "strategy."

Please.

4. Remember that **DIGITAL IS MORE THAN SOCIAL.**

6. **DIGITAL DOESN'T EXIST IN A VACUUM**

It can be a beginning, an end and a passthrough for all other communications.

5. *Your website should be social.*

7. Just because a channel/tool exists, doesn't mean we have to use it. If we don't have the inclination, resources or size to monitor each social media channel, and be present in a fairly timely and unique way, steer clear of using it.

8. **CREATE A CONSISTENT NARRATIVE**

ALONG THE DIGITAL PATH THE AUDIENCE WILL FOLLOW.

9. **Be Honest**

10. **DO HAVE A CONTENT STRATEGY.**

BE INTERESTING.

BE RELEVANT.

BE MEANINGFUL.

Add Value.

11. Do not over-promote.

12. **EACH CHANNEL/TOOL IS UNIQUE; DON'T EXECUTE ACROSS ALL EXACTLY THE SAME. CUSTOMIZE THE MESSAGE DELIVERY BY CHANNEL.**

13. Follower counts are not a measure of success.

14. Recognize that digital is not a "build it and they will come" opportunity: Determine how our audience will find our digital presences. Chart their path to discovery.

15. *Facebook & Twitter are only a start when it comes to social.*

16. Engage in conversation. **ACT HUMAN.**

17. **MEASURE, MEASURE, MEASURE!**

STONEWARD

building good