

Checklist: Communication Tools and Tactics

Project Name:		Project ID#:	
Contact Name:		Phone:	
Email Address:			
Communications Tools - Check all that apply to this project/phase			
Content	Material	Check	Notes
Communications	Talking Points	<input type="checkbox"/>	
	News Release	<input type="checkbox"/>	
	News Item	<input type="checkbox"/>	
	Talking Points	<input type="checkbox"/>	
Social Media Posts (Paid or Unpaid)	Facebook	<input type="checkbox"/>	
	Instagram	<input type="checkbox"/>	
	Twitter	<input type="checkbox"/>	
	LinkedIn	<input type="checkbox"/>	
	Next Door	<input type="checkbox"/>	
	Social Media Geo-targeting	<input type="checkbox"/>	
Print Materials	A-frame poster	<input type="checkbox"/>	
	Flyers	<input type="checkbox"/>	
	Postcard	<input type="checkbox"/>	
	Brochure	<input type="checkbox"/>	
	Rack Card	<input type="checkbox"/>	
	Yard Signs	<input type="checkbox"/>	
	Bus Placards	<input type="checkbox"/>	
	Surveys	<input type="checkbox"/>	
Events	Public Meetings	<input type="checkbox"/>	
	Ribbon Cutting	<input type="checkbox"/>	
	Webinar	<input type="checkbox"/>	
	Promo Items / Giveaways	<input type="checkbox"/>	
Website Updates	Custom Landing Page	<input type="checkbox"/>	
	Updates to existing content	<input type="checkbox"/>	
	News Item	<input type="checkbox"/>	
	Graphics /Header/Icons	<input type="checkbox"/>	

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Video	Full length (1:00+)		
	Social Snippet(s) from Full (~0:15-1:00)		
	Social Informer/Call to Action (~0:15-1:00)		
	Ad (0:15/0:30)		
	Presentation (5:00+)		
Rider Messaging	On-bus announcements		
	Rider alerts		
	Flyers @ bus stops/stations		
Paid Advertising	Radio Advertising		
	Digital Advertising		
	Print Advertising		
	Newspaper Advertising		
	Magazine Advertising		
Digital Media	PowerPoint Presentation		
	Public Input Graphic		
	Email Graphic		
Other: Write in			
Other: Write in			
Other: Write in			
Other: Write in			
Other: Write in			
Comments:			