



# THE COMMS AND ENGAGEMENT RECIPE GUIDE

*As with most recipes, love is the secret ingredient. So consider this inspiration, not orthodoxy.*

## MEAL PREP

01

Think backwards: What's the outcome(s) you'd most like to see now? In the medium term? In the long term?

02

Compare that to our platforms: Where might this outcome be most achievable or likely?

03

How will we measure that? Can we pull data?

04

Once there are results, what did we learn? Was there success we can replicate? Did it not go well but we can learn? Or was it a complete miss?



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*Page two: ingredients and inspiration*

## (POSSIBLE) INGREDIENTS

- Visuals
- A hashtag, either current or created
- Twitter chat with partners
- Newsletters: Which one(s)?
- A specific social campaign (any platform; think our "Month of CTN" on Twitter and Insta)
- A Google form to get access to the project
- Another virtual event: a gathering, AMA, workshop
- Personal emails/DMs; placement in other orgs comms
- Adding it to other collections of resources

### Need some more inspiration?

Scrap your ideas and the suggestions above and ask: Where are the people I'm trying to reach? How might I best answer their questions and give them the tools to do SoJo.

That just might inspire something else. Then ...

Let's do it!