WOMM Plan

Introduction (briefly answer: Why this project? And why now?)

Communication goals (up to three “big picture” outcomes)

Objectives (up to three realistic, measurable outcomes/outputs)

Audience (specifically identify internal and external target demographics)

Positioning statement (The guiding idea behind the campaign. What do you want people to think and feel about the library? Individually consider each audience listed above for differences in response.)

Key message (in 10 words or less, what is the most important thing for people to know? Bullet three talking points to support it)

Strategies & tactics (How will you get your message out? How will you listen? Plan your budget, if you have one)

Evaluation (How will you objectively assess what worked and what didn’t? Hint: refer back to your objectives)

Adapted from Building a Buzz by Peggy Barber and Linda Wallace, ALA Editions, American Library Association, 2010