**Communication Channels**

Consider all the possible venues for outreach and select the options that make the most sense for the message and its audience

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| Goal: | | | | | | | |
| Key Message: | | | | | | | |
| Target  Audiences | **Communication Channels** | | | | | | |
| Web | Social media | Email | Events | Paid Media | In-person | PR |
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**Timeline**

Choose your timeline based on your resources such as staffing, budget and access to your target audiences. Your overall communication plan, and each activity should have a timeframe and each of your SMART objectives will have timeframes as well.