# **Communications Strategy Outline**

### Mission Statement

### Objective

### Goals

### Key Challenges

### Situation Analysis

### Target Personas

### Brand Overview

#### Logos

#### Colors

#### Font

### Strategy

#### Social Media

#### Website, Blog & Newsletter

#### Zoom Platform (for internal meetings)

#### StreamYard (for external programs, webinars, events)

#### Print Media

#### Press

### Crisis Statements

#### Statement for Mass Shooting

#### Statement for Natural Disaster

#### Statement for International Unrest

#### Statement for Political/Public Leadership Unrest

#### Statement for Racial/Social/Economic Inequity

#### Statement for Sexual Misconduct of a Pastor

### Press Release Outline